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A BOUQUET OF HARROLD'S PEDIGREED GIANTS - - 1934
Other illustrations page 7 and back cover; description page 8.

GIANT PANSIES

AND OTHER SEED AND BULB SPECIALTIES
FOR THE PROFESSIONAL GROWER

HARROLD'S PEDIGREED STRAINS

WHOLESALE TRADE ANNUAL
JUNE 1934 - - JUNE 1935

HARROLD'S PANSY GARDENS
AND GREENHOUSES

P. O. BOX 264
GRANTS PASS, OREGON, U. S. A.

1934 - - WHAT?

This seems to be a question receiving much attention. Undoubtedly prospects are much brighter than those of the season just past; which to many has proven much better than expected at this time last year. The principle need for the present however, is better stock, well grown and priced right. It is to this end we dedicate this little Annual, and trust that you will find it of both interest and value.

Harrold's Pedigreed Pansies, in both seeds and plants, have been outstanding in their field for years and 1934 finds them facing the most advanced development of their career. As this is written, seed production is advancing almost a month ahead of our usual season and the quality of the mother plants is very high. Rigid reselection of all varieties, plus breeding advances and improved cultural methods tend to grow into our Harrold's Pedigreed Strain seeds that vitality for which they are famous.

Our practice of grading our Pansy seeds to very close limits, which has proven so successful in the past two years is being continued this season. While this reduces the actual number of seeds you may receive in a given weight quantity. Experience has shown that a larger number of the seeds you do receive grow, so that in reality under actual planting conditions that are at all favorable plant production runs quite high. This is illustrated by the fact that ordinary commercial quality seeds are seldom expected to produce more than 5 to 7 thousand plants per ounce. Eight thousand plants per ounce from Harrold's Pedigreed Strain seeds are the rule rather than the exception, and often many more are obtained. As many as 18,000 have been reported from a single ounce, and one large wholesale plant grower using our seeds reports an estimated production of 10,500 plants per ounce from 27 ounces supplied to him in 1933.

In spite of the fact that we have for years stored our seeds under the most favorable conditions; during 1933 tests were concluded as to the effect of the various methods of storing Pansy seeds. These tests definitely show that Pansy seeds should not for any great period of time be stored in tightly sealed containers. A moderate amount of ventilation seems essential. The ideal storage container is cloth bags. In these the seeds may be kept indefinitely with little deterioration at regular room temperature. While economy and convenience dictates the use of paper packets as shipping containers, seeds should not be left stored in these for any prolonged period. Storage in tightly sealed paper packets has been known to result in a viability loss equaling that of 3 to 4 years when proper care is taken, in periods as short as 6 months. We have successfully under test stored seed in cloth containers for four years with losses not exceeding 10 percent of its original viability. Size grading and the general high quality of our Southern Oregon grown seeds of course may be a contributing factor to such long life. Storage in subdued light seems advisable.

Due to the above conditions, we are discontinuing the placing of our Pansy seed stocks with dealers as in the past. Hereafter dealers can supply Harrold's Pedigreed Strain Pansy seeds as usual; with the exception that seeds will be shipped direct from our warehouse to you. This not only assures proper storage and packeting, but permits us to keep the same close check on viability of all seeds sent out that has prevailed on direct orders in the past. It is also double assurance that you receive genuine stock. Should you wish to order Harrold's Pansies through your dealer rather than direct, he may procure them for direct shipment at our usual dealer discount.

Every packet of Harrold's Pansy seeds are accompanied by a complete data sheet which in case of correspondence will permit immediate identification of the stock contained therein. Be sure seeds you receive as ours are so identified and retain this identification card or packet as your record in case you should wish to write regarding the stock.

In closing we should also like to call your attention to the several items of Florist Flower seeds and bulb specialties that have been added to this Annual. The greatest care has been exercised in the selection of these for the highest possible quality, and every item not actually grown in our own gardens comes from an outstanding specialist in the industry. Modest overhead and the devotion of personal attention to supplying your fine seed needs enables us to offer quality at very reasonable prices. Our north-western grown bulbs of course need little praise as they have built their demand on performance.



ONE OF OUR PANSY FIELDS PHOTOGRAPHED IN MAY

We shall endeavor to merit your continued confidence and patronage, and shall welcome any opportunity that you may afford us to be of service. We also thank many of you for your valued support in the past and trust we may look forward to, and merit your future patronage.

SEED GRADES

It will be noted that in most cases, two grades of seeds are offered in the Harrold's Pedigreed Strain line of Pansies. As in the past, these two grades differ in the following respects.

HARROLD'S STANDARD GRADE SEEDS.

These are the straight commercial stock of which about 98 per cent of our seed production consists. It will be found in every case strictly of the highest quality. It is suitable for all growing compared with any other commercially available seeds and is the best grade for your regular planting

HARROLD'S PEDIGREED GRADE SEEDS.

As the name implies, these are a super-select segregation from our breeding work. It is from this grade of stock that selections are made for next years seed production plants. These seeds are all saved from the first seeds to set on the plants which have been selected for this particular purpose. Color blending is done after curing and cleaning, and in every way this grade should represent the ultimate in available quality. Highly recommended to those who want the absolute cream of the crop, or wish to keep in advance of the usual commercial strains. The supply of this grade is necessarily limited and can be supplied only so long as available.

THE ABOVE QUALITY GRADE

Should not be confused with our grading of seeds to size mentioned elsewhere in this catalogue. ALL Harrold's Pedigreed Strain Pansy seeds are size graded for added production. Costing little if any more than ungraded seeds, the increased viability values brought about by this process adds value for you in the form of higher production levels.

Free Air Mail Service!

All orders arriving by Air Mail for seeds named in the following list and amounting to \$2.50 or more will be promptly filled and sent to you by insured Air Mail without any additional charge for this service.

ANNUAL LARKSPUR
CINERARIAS
DELPHINIUM
MIGNONETTE

PANSY
STOCKS
SNAPDRAGON

Due to the low price to weight ratio, Calendula and Sweet Peas will be sent Air Mail only on receipt of required postage.

MAXIMUM TIME FROM GRANTS PASS TO FARTHEST
U. S. AIR MAIL ROUTE POINT IS 40 HOURS.

HARROLD'S PEDIGREED STRAIN PANSY SEEDS

Of the twelve varieties which make up the Harrold's Pedigreed Strain line of Pansies, one is a perpetual novelty; two are special purpose varieties; three are separate color varieties that meet the major demand for this class of stock; and the remaining six varieties are various types of mixed color sorts which meet every requirement in type, coloring, quality, and seed price. Years of breeding work on these has placed and kept them at a very high quality level. And, from tests conducted each year in our test gardens, we believe that we may safely recommend them as being unsurpassed each in its respective type and price class.

For the grower who wishes other well known varieties in addition to, or in place of, stock backed by the Harrold method of line breeding and pedigree; we suggest consideration of the seeds listed on page 14. These are Harrold grown, or supplied to us by the most reliable American growers. Size graded and viability tested, we believe them to be especially good values in these varieties.

HARROLD'S PEDIGREED NOVELTIES

This mixture is strictly surplus from our breeding and experimental work. It is all from exceptional specimen plants of outstanding standard type, or strictly novelties which have not been incorporated into any of the varieties or strains under commercial production. Being mostly of hybrid origin, and from all of our breeding operations, it is impossible to describe the many types, forms, and colorings found in this mixture. Recommended for the grower who wishes stock of advanced and unusual types.

PEDIGREED GRADE SEEDS only are available in this lot, and owing to limited quantity available and high production costs, packets containing 750 seeds are priced at \$2.00 each.

AS OTHERS FIND HARROLD'S PANSIES

An Extract Taken From A Letter Under Date Of April 4, 1934 From
Palmerston North, New Zealand.

-- A few notes on your seed: The germination was 100 per cent.
To see the plants in bloom was a lovely sight. All my customers
remarked on the beautiful colors. ----

Signed: J. Tantrum.

Harrold's Pedigreed Cut-Flower Pansies do well at Windsor, Nova Scotia
June 30, 1933.

Enclosed find \$3.00 for one packet Harrold's Pedigreed Cut-Flower
Pansy seeds; the rest in Harrold's Pedigreed Giants. We have
grown your Cut-Flower Pansies for two years and find them excel-
lent.

E. C. Shand Co., Ltd.

Per: L. S.



A HARROLD'S PEDIGREED POT PANSY

HARROLD'S PEDIGREED POT PANSIES

This is one of our outstanding developments. It is we believe, the first definite step toward development of a Pansy suitable for culture as pot or box specimens. Under proper culture they will produce a short compact plant which bears large, well formed flowers. Flower size consistently developed is between 2 1-2 and 3 1-4 inches, and coloring is sufficiently varied to be of highest value for early spring pots and use in porch boxes. Robust foliage, and early flowering habits makes a combination suiting this sort for consideration when growing Pansies for these purposes.

Cultural suggestion sheet supplied with each order.

Available in Pedigreed Grade seeds only, at \$1.50 per packet; or three packets for \$4.00. Packets contain about 1000 seeds.

HARROLD'S PEDIGREED CUT-FLOWER PANSIES

This is another development exclusive to the Harrold line of Pansies, being so far as we know the only commercially available sort which has been bred definitely for this purpose. While when grown indoors as a cut flower subject, they do not develop extreme super sized flowers, but large quantities of flowers from 2 to 3 inches are produced, with long stiff stems ranging from 6 to 11 inches on well grown stock. Past experience leads us to believe that this variety is not as desirable for outdoor culture for cut flowers as our Harrold's Pedigreed Giants, as the outdoor growing tends to restrict the advantage of this variety. They come in a wide range of colors, both of the zoned and blotched type, selected to produce flowers that will meet best the average cut flower demand.

Sold only in Pedigreed Grade at \$1.50 per packet; or 3 packets for \$4.00. About 1000 seeds per packet. Cultural suggestions supplied.

Separate Color Pansies

Pansies in separate colors are in but moderate demand, and, while a wide range of these are available in the old fashioned Teimardeau strains, demands have been so limited that commercial segregation to color from modern super-giant varieties have been necessarily limited. Also, due to the fact that the growing of mixed colors permits a heavier production of hybrid types, it is seldom that segregated colors are equal to similar color types selected from mixtures. We offer here three exceptionally fine separate color types from the Harrold's Pedigreed Strain Line, and the popular separate color Swiss types will be found listed on page 14.

Due to the fact that nearly all of the modern super-giant varieties are the results of long lines of hybrid breeding, trueing up a separate color is a long task and few of these varieties have been available long enough to have been segregated sufficiently to come completely true to color and type from seeds. Variations of as much as 20 per cent may occasionally occur, so if plants of strictly true color and type is required, by all means select blooming plants or be prepared to reset any rogues that may appear. This condition is not only prevalent in our stock, but all other seeds we have tested to date.

HARROLD'S GOLDEN GIANTS

Introduced as our 1933 novelty, this variety has received much attention from our trade. Being a fitting companion for our well known Azure and Ruby Giants, it fills a need in a most popular color class. The ground color is an intense golden yellow, and as much "Swiss" blood is in the breeding of this variety the large center blotch predominate. Usually the blotch is of a deep brown or velvety black covering about half of either 3 or 5 petals. A habit of flowering early and over a long period makes this sort desirable. And, as flowers are of large size and heavy texture, almost round in form they are most desirable. Plant habit is compact and sturdy, and they are very hardy.

SEED PRICES

STANDARD GRADE: Trade packet \$1.00; $\frac{1}{8}$ oz., \$1.75; $\frac{1}{4}$ oz., \$3.25; $\frac{1}{2}$ oz., \$6.25; 1 oz., \$12.00; 2 ozs., \$22.00.

PEDIGREED GRADE: \$1.50 per packet, 1000 seeds.

HARROLD'S AZURE GIANTS

This early flowering giant Pansy is the largest of the brilliant blue sorts available. The deep glowing blue is a shade lighter than an absolute azure, yet deeper than wedgewood blue. A depth of color so brilliant as to be almost dazzling. The three lower petals are marked with a well defined dark blotch making it still more attractive. Good plant form, that is above average in hardiness; yet, which withstands heat well makes this variety suitable for growing in any locality where Pansies may be grown. Ideal for planting in parks or formal gardens.

SEED PRICES

STANDARD GRADE: Trade packet \$1.00; $\frac{1}{8}$ oz., \$1.75; $\frac{1}{4}$ oz., \$3.25; $\frac{1}{2}$ oz., \$6.25; 1 oz., \$12.00; 2 ozs., \$22.00.

PEDIGREED GRADE: \$1.50 per packet, 1000 seeds.

HARROLD'S RUBY GIANTS

Here is a variety that has indeed made an outstanding showing in many sections. We submit below comments by one of the several growers who have written us praising this variety, and it is typical of the comments made.

While this sort is not restricted to a single shade of red, it derives its name from the many deep ruby colored flowers produced. At least part of the flowers however are the most beautiful red bronze, orange, wine, maroon, and salmon shaded flowers ever produced in Pansies. And, as "Swiss" blood is the basis of this varieties breeding, most flowers have attractive blotches of contrasting color. These are not quite as hardy as some varieties, but with a little care they may be wintered alright in the open. Due to the rareness of the colors produced, and their appeal they are one of the most valuable varieties for retail sales.

SEED PRICES

STANDARD GRADE: Trade packet \$1.00; $\frac{1}{8}$ oz., \$2.25; $\frac{1}{4}$ oz., \$4.00; $\frac{1}{2}$ oz., \$7.75; 1 oz., \$15.00 2 ozs., \$28.00; 3 ozs., \$36.4 ozs., or more at the rate of \$150.00 a pound.

PEDIGREED GRADE: \$2.00 per packet, 1000 seeds.

REPRINT: From The Daily Press, Riverside, Calif. 12-11-1933.

Beautiful Pansies Fine Example of Alluring Blossoms.

A box of beautiful pansies of the Harrold's Ruby Giant variety was brought to the Riverside Press-Enterprise office today by Mr. Robert J. Shine who grew them in his garden at 4230 Central Avenue.

Unusually large and brilliantly colored, the Pansies were made beautiful by a bronze tinting to many of them. Mr. Shine had ingeniously arranged them in a two decked box in which the heads of the flowers lay evenly on top while their stems extended through holes to a layer of wet peat moss in the lower part of the box. The Shine home is a show place for its beautiful garden and lawn, having won honors in the city's yard and garden contest.

COMMENTS MADE BY MR. SHINE:

December 12, 1933.

You will nodoubt care to know how your Pansies came out with me this year. The enclosed clipping will speak for its self. Hot weather held the bloom back somewhat but they are coming along fine now. The display bed where I picked these blooms contained 200 plants and they are coming along fine. Have started to sell plants from the seedlings I bought from you and they are bringing 50c a dozen with me while the market is flooded with the ordinary kind at 20c and 25c a dozen.

December 26, 1933.

Am just about sold out of plants. Generally they do not plant many Pansies here after January 15th., as they blow up as soon as the weather gets hot.

March 26, 1934.

I am sending on to you the attached letter which I think will be of interest to you. - Letter is one of appreciation and praise for a box of Pansies sent by Mr. Shine to the Mayor of Riverside. Limited space does not permit its reproduction. Ed. note. - This box of Pansies was 2 by 3 feet and 1 inch deep; lined with florist green waxed tissue. The blooms were uniform in size and long stems arranged face up in a single layer, completely covering the bottom of the box. I arranged the colors so they blended very nicely. I have grown pansies a long time but never anything to compare with these. I applied all I knew to this bed but really success starts with the proper strain of seeds.

I have cut the plants back, fertilized with blood meal and put a heavy mat of peat moss on the bed, soaking well. Our garden contest starts April 20th., and maybe they will be back into bloom by then. I am not entering the contest this year having won it three times in succession, but will open the gardens for the Garden Tours which they have in connection with the Flower Show at that time.

MANY THANKS MR. SHINE. YOUR INTEREST IS APPRECIATED



A specimen of Harrold's
 'Pedigreed Giant Pansies. The
 size, may be noted by the
 background lines; 1 in. apart
 Size range of variety is
 2-1/2 to 4-3/8 inches.

We Believe

That our Harrold's Pedigreed Giants have no superior and in their respective class this also is true of the other varieties of the Harrold line. Below are reproduced a few comments voluntarily made by growers who have used Harrold seeds.

Under date of Sept. 14th, 1933 comes this comment from
 Porterville, California

Enclosed herewith you will find \$2.00 for which you will please send me a packet of your Harrold's Pedigreed Giants - pedigreed grade.

I won a silver cup with this variety at our flower show last spring and made several friends for you with the showing.

Signed: A. G. Basye

This on June 23rd, 1933 from Charlottetown, Prince Edward Isle.

We have had excellent results from your Pansy seeds the past two seasons. Our Pansies were the talk of the town.

Signed: James Tait, Florist.

From Dillon, Mont. comes this report on Aug. 18th. 1933.

We were especially well pleased with the stock grown from your seeds this year. We had the nicest variety I have ever seen and the Sunshine Pansies made quite a hit with our customers. The Pedigreed Giants, though priced higher than the others, sold out first. You will receive our order again next spring.

State Greenhouse & Floral Co.

Signed: Ruth Kelly.

HARROLD'S PEDIGREED GIANTS

-THE OUTSTANDING 1934 SERIES-

HERE IS REALLY SOMETHING NEW! Not alone in the Pansies themselves, but also in the method of introduction. Our Harrold's Pedigreed Giants as supplied to the trade since 1929, have been outstanding in the super-giant class; unsurpassed, if not the absolute finest. Many growers in other countries as well as the U. S. A. have attested to this assertion through the many unsolicited letters received in praise of this variety.

Breeding and improving work has been going on apace every since its introduction as is usual with all of our stock. Four years ago however, one exceptionally outstanding mutation appeared in this variety which showed great promise. Segregated for breeding purposes, and subsequently developed, this mutation has resulted in the most outstanding advance of our more than 30 years work with Pansies. We offer here the resulting seeds.

Now here is the newness in the method of introduction. Although this variety is sufficiently improved and outstanding that it would undoubtedly be offered by many as a new variety - or at the least a "SUPER" strain yet we are going to place it at the disposal of our patrons as superceeding our regular Harrold's Pedigreed Giants as supplied last season. And, instead of placing a high introductory price on them, we are pricing them so you can't afford to overlook them. Prices are advanced only \$1.00 per ounce over last seasons, and are in direct competition with all high quality specialist grown sorts. This is being done in appreciation of the valued wide acceptance accorded the parent variety, and the result of having withheld introduction until we could offer our patrons the advantage of mass production and distribution.

SIX POINTS OF IMPROVMENT

EARLINESS: The 1934 series is at least a week earlier flowering from seeds than any other so-called early variety which has been tested against it here in our gardens.

FLOWER SIZE: Is at least 20% larger on an average than the 1932-33 series, with a 10% increase in maximum size produced by the former series. Flowers $4\frac{3}{4}$ inches across have been produced by this variety.

PLANT IMPROVMENT: These are numerous, but the most valuable is a more compact, upright form; with an increase of 25% in foliage size and texture. Of less spreading habit it fulfills our belief that increased flower size must be accompanied by stronger plants to be of value.

LONG STEMS: More robust plants have naturally produced heavier stems; but, unlike usual expectation, the more compact plant habit has not resulted in a shorter stem. In fact stems average about 15% longer than in the parent, with 5 to 10 inch stems when well grown.

COLOR RANGE: This has been greatly brightened by the addition of many new hybride types bringing about a 20% increase in the past color range.

FLOWER FORM: Retention of the round well placed form of heavy texture of the parent, with a higher per-cent of ruffled and frilled forms leaves little to be desired.

SEED PRICSS

STANDARD GRADE: Trade packet \$1.00; $\frac{1}{8}$ oz., \$2.00; $\frac{1}{4}$ oz., \$3.25; $\frac{1}{2}$ oz., \$6.25; 1 oz., \$12.00; 2 ozs., \$22.50; 3 ozs., \$30.00; 4 ozs., or over at the pound rate of \$120.00.

PEDIGREED GRADE: Packet \$2.00; 3 for \$5.00.



A specimen of Harrold's Sunshine Pansies. The size, may be noted by the background lines; 1 in. apart.

Size range of variety is 1-1/2 to 3 inches.

HARROLD'S SUNSHINE PANSIES

While not of super-giant size, this variety has become moderately popular owing to its novel coloring. The zones of color instead of being in concentric zones about the center of the flowers, radiates at right angles to the center giving a novel ray effect. See illustration above. The colors are mostly lavender, purple, apricot, orange and cream shade contrasted by many poly-chrome combinations in each of the flowers. This variety prefers semi-shade as some flowers tend to sunburn if planted in full sunlight. Don't plant these in too large numbers as they are not a general purpose variety. About 10 or 15% of your planting is enough.

SEED PRICES

STANDARD GRADE: Trade packet \$1.00; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{4}$ oz., \$2.25; $\frac{1}{2}$ oz., \$4.25; 1 oz., \$8.00.

How Many Seeds Will Be Needed?

It is quite safe with reasonable care, and our Harrold's Pedigreed strain seeds that are size graded to estimate your requirements on a basis of 7,000 plants per ounce of seeds planted. This may seem rather high in view of recommendations made by many specialists and seedsmen, but in our own commercial plantings our production is usually much above this figure. Allow more seeds for a given production in July and August than later in the season. Harrold's Pedigreed Strain seeds offer the maximum value for your seed dollar.

HARROLD'S ALL-AMERICAN BEDDING MIXTURE

In accord with its name, this mixture is we believe the cream of all types of Pansies now being grown by American specialists. About 80% of this mixture is composed of original Harrold Pedigreed Strain varieties; while the rest is seeds harvested each year from our test gardens wherein is grown principal varieties from all over the world for that purpose. Without question, this mixture offers the widest range of color and types found in a single mixture. To be highly recommended where but a single variety is grown.

SEED PRICES

STANDARD GRADE: Trade packet \$1.00; $\frac{1}{8}$ oz., \$1.50; $\frac{1}{4}$ oz., \$2.50; $\frac{1}{2}$ oz., \$4.75; 1 oz., \$9.00; 2 ozs., \$16.00; 3 ozs., \$23.00; 4 ozs., or over at the rate of \$100.00 per pound.

This Question Of Size

We have bred into all our Harrold grown seeds the maximum in ability to produce exceptional flower size. This is not a baseless assertion but a fact proven by continued checking of all commercial varieties and strains right along side of Harrold's Pansies under identical conditions, and the most expert attention.

Size range, and other sizes mentioned in this Annual are all based on our own personal experience, and have all been produced here in our own gardens. With equal care and suitable soil fertility and moisture, there is no reason why simular results can not be duplicated by the seeds we supply.

It may be well however, to point out here that even with seeds of known and tested quality, outstanding results can not be obtained without reasonable care on the part of the grower who handles the seeds after it passes from the seedsmans care. So, for this reason we say that if you wish the maximum results from Pansies you must carry out your part of the success by supplying fertility, moisture, and care necessary for proper growth. If you are not certain about these points, we shall be glad to offer any suggestions on any point about which you have had trouble, or uncertain. In asking for such information, please give complete data on all points that might have any bearing on the questions asked.

Due to the fact that Pansies are one of the most profused and longest flowering plants in your garden, it is essential they be supplied fertility to sustain such habits. While they may be grown successfully in any good well drained garden soil, seldom is a soil found that is not the better for added fertalization. Clover sod produces wonderful Pansies as does liberal application of cow manure. These are things not always available however, so that commercial fertalizers are often necessary. Liberal use of peatmoss for humus and good soil texture, with Swift's Vigoro for active fertility elements will work wonders in producing fine Pansies. Applied according to directions supplied by the manufactuer, the latter is economical to use, and the resulting growth is robust and firm. It is also a fine "pick-me-up" for occasional treatment of beds during the season of heavy flowering; adding new life to plants in such cases. For such use apply 1 to 2 pounds to the 100 square feet of bed, working it into the soil on each side of the plant. With plants that have bloomed out so much they would ordinarily be taken out of the bed, a trimming back accompanied by an application of Vigoro will usually bring them back into late flower closely riveling that of the plants when they were young and at their prime.

Many commercial growers use blood and bone meals with excellent results, while lime can also be used with great benefit on some soils.



A specimen of Harrold's Improved Swiss Pansy. Actual diameter, 3-3/4 inches.

Size range of variety is 2-1/4 to 4-1/8 inches.

HARROLD'S IMPROVED SWISS

The popularity of the "Swiss" types has been wide owing to the difference of type and colors which it produces. We find however, that it is late flowering, of plant habit not always ideal for American retail markets, and seldom found exceptionally true to type. Through strict breeding we have endeavored to eliminate these faults in the strain offered here, and we can say this year that we have more nearly reached our goal than ever before. We believe more nearly than in any other commercially available "Swiss" strain.

Both 3 and 5 blotched types have been bred into this mixture, and it will be found pleasing in the proportion of each type to the commercial grower. Flower size is as large, if not larger than the original variety, and through our Harrold method of producing hybrids, many new colors have been added to its color range. Inclined to be a little on the dark side of the color chart, it however produces some very lovely light shades. Tests this spring show this strain a full 3 to 4 weeks earlier flowering than "Swiss" strains obtained from 3 other well known seed growers. Plant habit has been drawn down to a more compact form and they winter exceptionally well.

SEED PRICES

STANDARD GRADE: Trade packet \$1.00; 1/4 oz., \$2.00; 1/2 oz., \$3.75; 1 oz., \$7.00; 2 ozs., \$13.00; 3 ozs., \$18.25; 4 ozs., or over at the pound rate of \$76.00 per pound.

PEDIGREED GRADE: Packet \$1.50, 1000 seeds.

HARROLD'S GREATER AMERICAN PERFECTION

Here is an exceptionally high quality, moderately priced variety that produces a wide range of fancy colored flowers of giant size. Introduced 9 years ago as the then leader of the Harrold line, at the time of its introduction it was of outstanding quality and its value was soon accepted by the trade. Now after years of growing, a little improving, and much strict culture, it is still among the finest available varieties in the moderate price field. Containing about an equal amount of light and dark shades, it makes a fine showing in mass plantings; and many fine type individual specimens are produced. The proportion of these however, are naturally not as high as in the newer and more costly sorts. They will compare most favorably with any variety offered in their price class, and often equal varieties sold at higher prices.

SEED PRICES

STANDARD GRADE: Trade packet \$1.00; $\frac{1}{4}$ oz., \$1.75; $\frac{1}{2}$ oz., \$3.25; 1 oz., \$6.00; 2 ozs., \$11.00; 3 ozs., \$15.00; 4 ozs., and over at the pound rate of \$60.00.

HERE IS THE COMMENT OF ONE GROWER ON OUR OREGON MIRACLE MIXED

TULSA, OKLAHOMA.
August 10, 1933.

Gentlemen:-

Here is a repeat order from our order last year, and doubled. I was very well pleased with the germination of Pansy seeds from your place. I also like the color range.

Find enclosed money order for ----- for which send 2 ounces of Oregon Miracle Mixed.

Signed: Harold D. Fox.

HARROLD'S OREGON MIRACLE MIXED

The lowest priced genuine Harrold variety. Very popular in many localities, and having a reputation of many years standing. Quite advisable for a low priced competitive market, where good quality and flower size at a low price are essential. Produces good plants for use as a price leader where such merchandising is necessary; but should not be pushed in a market that will absorb better stock. This year owing to some varieties being in surplus on the late fall harvest last year, the 1934 crop of this variety will have more than its usual portion of newer types.

SEED PRICES

STANDARD GRADE: Trade packet 85c; $\frac{1}{4}$ oz., \$1.35; $\frac{1}{2}$ oz., \$2.50; 1 oz., \$4.50; 2 ozs., \$8.00; 3 ozs., \$11.00; 4 ozs. and over at the pound rate of \$40.00.



HARROLD'S PANSY PLANTS

Each year we grow and ship hundreds of thousands of these to every section of the U. S. Our shipping season starts Oct. 1st., and owing to our mild winter climate here, it is continuous throughout the winter until the close of the season the following April or May. The illustration above gives a little idea of plant quality, and care used in preparing plants for shipment.

PRICES ON PLANTS FROM SEEDLING BEDS

VARIETY	Price per 100	1000	3000
HARROLD'S PEDIGREED NOVELTIES	\$2.00	-----	-----
“ “ POT PANSIES	1.50	\$12.00	-----
“ “ CUT-FLOWER PANSIES	1.50	12.00	-----
“ GOLDEN GIANTS	1.00	5.00	\$14.00
“ AZURE GIANTS	1.00	5.00	14.00
“ RUBY GIANTS	1.00	5.00	14.00
“ PEDIGREED GIANTS	1.00	4.75	12.00
“ ALL-AMERICAN BEDDING	.80	4.50	11.00
“ IMPROVED SWISS	.80	4.50	11.00
GREATER AMERICAN PERFECTION	.70	4.00	10.00
OREGON MIRACLE MIXED	.70	4.00	10.00

250 OF A VARIETY AT THE 1000 RATE.

Shipping weight ranges from 15 to 20 pounds per 1000. Shipments carry best by Express and take second class rate so that transportation costs are at a minimum.

TRADE COMMENTS.

FROM LEXINGTON, N. C. ON JULY 18, 1933 COMES THIS REPORT

Two years ago I ordered seeds from you and since that time I have tried seeds from various companies, but none of them compare with the plants I grew from your seeds.

Signed: A. M. Crowell.

THIS FROM OSHKOSH, WIS., ON JULY 18, 1933.

Enclosed find order for 1-2 ounce Harrold's Improved Swiss Pansy seeds. The seeds we had from you last year produced the best Pansies we have had in 35 years of growing this flower.

Signed: Fugleberg & Flister.

AMERICAN - GROWN PANSY SEEDS

STANDARD COMMERCIAL VARIETY and STRAIN

Due to the fact that some of our patrons may wish also to obtain Pansy seeds of varieties other than of Harrold origin, and that we believe that we are in an advantageous position to supply this seed with high quality stock from usual commercial channels, we offer this year the following wide range of varieties.

As the seeds offered below are in some cases not of our own growing it is impossible to warranty them in any manner as to description, purity, quality, productivity, or any other matter pertaining thereto in accord with the usual custom of the seed trade in distributing standard strain seed

VARIETY	PRICE				
	Tr. pkt.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.
AMERICA: Florists' strain mixture of light shades. Early.					
-----	\$1.00	\$1.50	\$2.25	\$4.25	\$8.00
DWARF SWISS GIANTS: Claimed to be of dwarf plant habit with the Swiss flower type & color.	1.00	1.60	2.75	5.25	10.00
ENGELMAN'S SPECIAL: Scottish show types. Mostly bronze and red shades.	1.00	1.60	2.75	5.25	10.00
ENGLEMAN'S GIANTS: Dark and light shades.	1.00	1.60	2.75	5.25	10.00
GENEVA GIANTS: Popular in some California districts.	1.00	1.50	2.25	4.25	8.00
IMPROVED SWISS GIANTS: A fine standard strain. Late.	-----	1.00	1.50	2.75	5.00
MAPLE LEAF GIANTS: An extremely late flowering short habit. Color range very narrow; dark.	1.00	1.75	2.25	4.25	8.00
MATCHLESS: Originated in New England, it is much used in some northern sections. as Mich.	1.00	1.50	2.25	4.25	8.00
MASTERPIECE: More ruffled and frilled than other varieties.	-----	1.00	1.50	2.75	5.00
OREGON GIANTS: A north-western bred strain of giants.	-----	1.00	1.65	3.30	6.00
SWISS ALPENGLOW: Swiss type red shades.	1.00	1.25	1.70	3.30	6.00
SWISS BERNA: Deep violet blue.	1.00	1.25	1.70	3.30	6.00
SWISS ULSWATER or Thun blue	1.00	1.25	1.70	3.30	6.00
SWISS RHEINGOLD: Yellow.	1.00	1.25	1.70	3.30	6.00
SWISS FINE MIXED: See Improved Swiss listed above.					
TRIUMPH OF THE GIANTS: Brilliant colored mixture.	-----	-----	1.00	2.00	3.75

QUANTITY PRICES

The price per pound applying to quantities of 4 ounces or more of a variety may be obtained by multiplying the ounce price by ten.

ASPARAGUS PLUMOSUS and SPRENGERI

Heavy soil grown seedlings ready for potting. Either the Plumosus or Sprengeri at 80c per 100; \$5.00 per 1000.

250 supplied at the 1000 rate



A FIELD OF OUR BULBOUS IRIS IN FLOWER

Bulbs For Fall

We offer here a list of standard variety winter bulbs, all North-West grown and of high quality. Reports from the many growers to whom these have been supplied in the past certainly removes any doubt as to their ability to give results equaling any stock available.

BULBOUS IRIS

		Per 100	1000
DAVID HARING: White.	8 ctm. up. -----	\$2.75	\$24.00
	7 to 8 ctm. -----	2.00	18.00
	6 to 7 ctm. -----	1.25	10.00
FILFOLIA IMPERATOR: The standard deep blue.			
	8 ctm. up. -----	2.75	22.50
	7 to 8 ctm. -----	1.80	15.00
	6 to 7 ctm. -----	1.25	10.00
	5 to 6 ctm. -----	1.00	8.00
YELLOW QUEEN: The standard yellow.			
	7 to 8 ctm. -----	3.50	30.00
	6 to 7 ctm. -----	2.00	18.00
	5 to 6 ctm. -----	1.50	14.00
	4 to 5 ctm. -----	1.00	8.00
WEDGEWOOD: The fancy giant early blue.			
	10 ctm. up. -----	6.50	60.00
	9 to 10 ctm. -----	5.50	50.00
	8 to 9 ctm. -----	2.75	25.00

250 of a variety and size supplied at the 1000 rate.

COTTAGE TULIPS

	First size		Second size	
	Price per 100	1000	100	1000
GESNERIANA SPATHULATA MAJOR. Scarlet, blue center.	-----	-----	-----	-----
	\$3.25	\$30.00	\$2.75	\$24.00
INGOLDSCOMBE YELLOW. Rich clear yellow.	-----	-----	-----	-----
	2.75	24.00	2.00	18.00
MOONLIGHT. Clear pale yellow. Egg shaped flower.	-----	-----	-----	-----
	2.50	22.50	1.75	16.00

BREEDER TULIPS

	First size		Second size	
	Price per 100	1000	100	1000
CLIO. Buff tinged apricot.	\$2.75	\$23.00	\$2.00	\$18.00

DARWIN TULIPS

BARTIGON. Fiery crimson.	2.00	18.00	1 60	15.00
CLARA BUTT. Bright pink.	1.75	16.00	1.25	12.00
FARNCOMBE SANDERS. Scarlet. .	2.00	18.00	1.60	15.00
EDMEE. Cherry rose, silver edge. ...	2.25	20.00	1.75	16.00
LA NOTRE. Bright rose pink.	2.50	22.50	1.90	17.50
PRIDE OF HAARLEM. Camine rose.	1.90	17.50	1.45	13.00
PSYCHE. Rich rose pink.	2.50	22.50	1.90	17.50
QUEEN MARIE. Outstanding pink.	3.00	24.00	2.50	20.00
WM. COPELAND. Bright violet. ...	2.25	20.00	1.80	16.50
WM. PITT. Brilliant carmine.	2.25	20.00	1.80	16.50

NARCISSUS

	DOUBLE NOSE		ROUNDS	
	Price per 100	1000	100	1000
CHINESE SACRED LILY.	\$4.50	\$40.00		
GOLDEN SPUR.	4.50	40.00	\$3.50	\$30.00
KING ALFRED.	6.50	60.00	5.50	50.00
ORANGE PHOENIX.	4.75	45.00	3.90	36.00
POETICUS. - Pheasants Eye. -			3,25	30.00
SPRING GLORY.	4.75	45.00	4.00	37.50
TRESERVE.	5.50	50.00	4.50	42.00
VAN WAVERN'S GIANT.	10.00	90.00	7.50	70.00
VON SION.	4.75	45.00	3.80	36.00

All bulbs supplied 250 of a size and kind at the 1000 rate.

NOTICE: The prices quoted herein on winter bulbs have all been based on prices that are expected to prevail for the season at the time of going to press. Due to trade marketing agreements and an unstable market condition however, we are compelled to make all bulb prices subject to further adjustment should these be forced upon us. If any increase in price be forced on us prior to the receipt of any order with which you may wish to favor us, an opportunity will be given you to accept, or reject the change before shipment is made. Unexpected price reductions will also be promptly adjusted with you should they occur.

GLADIOLUS

We will not have any of these available this season for late spring and summer planting as in the past. The 1933 crop is already exhausted at date of going to press. Early 1934 crop will be available about December first 1934, and we shall welcome an opportunity to quote on your needs.

Clarksdale, Mississippi.
March 5, 1934.

Gentlemen:-

Last fall I bought some bulbs from you- King Alfreds and Van Waverns. The Van Waverns are up, but the King Alfreds are in full bloom. These are perfectly gorgeous, the envy of everybody and my pride.

Yours very truly
Signed: Miss, Hoyland Lee Wilson.

HARROLD'S FLORISTS' STRAIN FLOWER - SEEDS

We present herewith a greatly enlarged line of Florists flower seed specialties. Some items which we have offered for a number of years we are continuing to produce as in the past, while others are being supplied to us by such famous seed specialists as Bodger's Seeds Ltd.; William Mac Donald Seed Co.; Waller-Franklin Seed Co.; W. Atlee Burpee, and others of outstanding renown. In selecting this stock, great care has been taken to select only specialty items for which each firm is justly famous; thus making available to you the ultimate in obtainable quality.

Modest overhead, and personal attention to handling your orders, permits the pricing of stock at a figure that is attractive and in some cases a desirable saving to you in cost. In any event you may be sure of the best available fresh American Grown stock at reasonable prices. May we be of service to you?

FLORISTS' FORCING SNAPDRAGON SEEDS

We have supplied the trade with this specialty for several years, and many of our patrons are well aware of the high quality of these seeds. Our list has been continually expanded from year to year, and it now represents nearly all standard well known sorts.

Uniform Prices

Continuing our past policy, we offer all varieties or any assortment of these varieties as listed on the page at the right, at the following uniform prices.

1 pkt., 75c	3 pkts., \$2.00	5 pkts., \$3.00
10 pkts., \$5.50	15 pkts., \$8.00	20 pkts. \$10.00

SPECIAL ASSORTMENT \$1.25

In line with past practice and as a convenience to the grower who needs only a small amount of these seeds, we again offer our special assortments. These consist of one fourth packet of any 4 varieties you select from the list at the right at \$1.25 an assortment. These must be ordered in full assortments or multiples thereof. Germination guarantee per assortment is the same as for one regular trade packet.

GERMINATION GUARANTEE

On Antirrhinum seeds sold in packets offered above, we guarantee each packet to contain sufficient seeds to produce 1000 plants if given usual care. Should any fail to do this we will replace them free of charge. Replacement however, may be obtained only by returning the empty packet, and will be made in the same variety only. This germination guarantee does not in any manner constitute a warranty of the crop grown from them.

WINTER FLOWERING SNAPDRAGON SEEDS CONT'D

VARIETIES AVAILABLE and Weight Quantity Prices.

Variety	Price per 1-16 oz.	$\frac{1}{4}$ oz.	1 oz.
AFTERGLOW. Popular early bronze.	\$1.50	\$4.00	\$12.50
CEYLON COURT. Finest early canary yellow. ..	1.00	3.00	10.00
CHEVIOT MAID. Fine early pink.	1.00	3.00	10.00
CHEVIOT MAID SUPREME. Darker than above.	1.50	4.00	12.00
CLAUDESPY. Early blushed white.	1.50	4.00	
EARLY COLUMBIA. Columbia rose color.	1.00	3.00	10.00
EARLY PREMIER. Premier rose color.	1.00	3.00	10.00
GENEVA PINK. Rich rose pink, medium early. .	1.00	3.00	10.00
GOLDEN PINK QUEEN. Color as named.	1.00	3.00	10.00
HAPPINESS. Long stemmed rose pink.	1.50	4.00	12.00
HARROLD'S RED. Deep wine red, early.	1.50	4.00	12.00
HELEN. The standard winter salmon.	1.00	3.00	10.00
JENNIE SCHNEIDER. Columbia rose pink.	1.00	3.00	10.00
LAURA. Early deep rose, not very tall.	1.00	3.00	10.00
LAURENE HARROLD. Blended pink and yellow of sunset tints. Fairly early.	1.50	4.00	11.00
ORLANDO. An old favorite bronze.	1.00	3.00	10.00
PENN ORANGE. Extra early tangerine orange. .	1.50	4.00	
PHILADELPHIA PINK. Light rose.		2.00	6.00
ROMAN GOLD. Bright coppery yellow, early. ..	2.00	5.00	
ROSE QUEEN. Whitterstaetter. Large early pink.	1.50	4.00	14.00
SILVER PINK. Light pink self.		2.00	6.00
SUNBURST IMPROVED.	1.00	4.00	
SUN TAN. Extra early orange tan.	1.50	4.00	12.00
WHITE ROCK. The standard white.	1.00	3.00	10.00
WINTER HELEN. Improved early Helen.	1.50	4.00	12.00

One-eighth ounce will be supplied at half the quarter ounce; or a half ounce at half of the ounce price.

DELPHINIMUM SEEDS

This selection we believe to be the most outstanding in the new named sorts, suitable for both florist and bedding use,

Variety	Price per pkt.	$\frac{1}{8}$ Oz.	$\frac{1}{4}$ Oz.	1 oz.
C. W. MATTHES. Pure blue, large.	\$1.00	\$2.00	\$3.75	\$12.00
HARROLD'S PEDIGREED DOUBLE MIXED. Made up from finest named sorts.	1.00	2.00	3.75	12.00
HOODACRES WHITE. Fine large white.	1.00	2.00	3.75	12.00
ICEBERG. Fine strong growing white.50	2.00	3.75	12.00
KING OF DELPHINIMUM. Dp. blue, w. eye.	1.00	2.00	3.75	12.00
LAVANDA. Deep rosey lavender, small white center.	1.00	2.00	3.75	12.00
MILLICENT BLACKMORE. Light blue and pale mauve with large black center.	1.00	2.00	3.75	12.00
Mrs. TOWNLEY PARKER. Sky blue, wit. I.	1.00	2.00	3.75	12.00
REV. E. LASCELLES. Dark blue, white eye.	1.00	2.00	3.75	12.00

STANDARD SORTS

BELLADONNA IMPROVED. Choice lt. blue. .50		.75	2.00
BELLAMOSUM. Dark blue.50	.75	2.00
BLACKMORE & LANGDON HYBRIDS. .75		1.00	3.00
CLIVEDEN BEAUTY. Fine light blue.75	1.00	3.00
GOLD MEDAL HYBRIDS.35	1.00
WREXHAM HOLLYHOCK STRAIN.	1.00	1.35	4.50

MIGNONETTE

BALL'S FORCING STRAIN.	1.00	1.60	5.50
NEW YORK MARKET. Florist strain.60	1.00	3.00

CALENDULA SEEDS

Here is an outstanding line of these supplied us by a specialist who probably grows more seeds of these in fine cut flower strains, than any other grower. They are undoubtedly the finest procurable.

Variety	Price per $\frac{1}{4}$ oz.	1 oz.	4 ozs.
ART SHADES. Novelty, colored as name	--- \$0.40	\$1.25	\$3.50
BALL APRICOT, Straw yellow, dark center.	0.50	1.90	5.00
BALL GOLD. Long stemmed golden yellow.	0.50	1.90	5.00
BALL LEMON QUEEN.	0.50	1.90	5.00
BALL LONG ORANGE. Full center.	0.50	1.90	5.00
BALL MASTERPEICE. Orange, dark center	0.50	1.90	5.00
BALL ORANGE, Improved. Glowing orange	0.50	1.90	5.00
BALL SUPREME. Light orange, brown eye.	0.50	1.90	5.00
BALL WHITE. Creamy white, dark center.	0.50	1.90	5.00

THE POUND PRICE ON ALL BALL SORTS IS \$15.00

CAMPFIRE. Orange with scarlet sheen.	0.35	1.00	3.75
CRYSANTHEA. Fluffey lemon.	0.25	0.70	2.50
RADIO. Quilled orange scarlet.	0.30	0.75	2.50
RADIO GOLDEN BEAM. - Golden Radio. -	0.40	1.25	4.00
SENSATION. Orange with scarlet sheen. --	0.35	1.00	3.75
SUNSHINE. Fluffey lemon.	0.25	0.70	2.50

One-half ounce at the ounce rate

ANNUAL LARKSPUR

GIANT IMPERIAL: Improved base branching. Ideal for cutting.

	$\frac{1}{8}$ oz.	$\frac{1}{2}$ oz.	1 oz.	1 lb.
BLUE BELL. New clear light blue.	\$0.35	\$0.65	\$1.25	\$14.00
BLUE SPIRE. Deep oxford blue.	0.25	0.60	1.00	11.00
CARMINE KING. Deep carmine rose	0.25	0.60	1.00	11.00
DAINTINESS. Delicate lavender.	0.25	0.60	1.00	11.00
EXQUISITE PINK. Soft salmon pink..	0.25	0.60	1.00	10.00
EXQUISITE ROSE. Rose pink.	0.25	0.60	1.00	10.00
LILAC QUEEN. New rich lilac shading lavender blue.	0.40	1.10	2.00	18.00
LOS ANGELES. Rosey salmon pink, -	0.25	0.55	0.90	9.00
MISS. CALIFORNIA. Salmon pink. --	0.25	0.60	1.00	10.00
WHITE SPIRE. Pure white. Fine.	0.25	0.55	0.95	10.00

TALL DOUBLE STOCK FLOWERED:

AGERATUM BLUE.	0.50	4.00
BRIGHT ROSE.	0.50	4.00
DARK BLUE.	0.50	4.00
EMPRESS ROSE. Fine hermosa pink.	0.60	5.00
LA FRANCE. Salmon pink.	0.50	5.00
LILAC.	0.50	4.00
PURE WHITE.	0.50	4.00
SHELL PINK.	0.50	4.00
ROSEY SCARLET.	0.50	5.00
ROSAMOND. Bodger's novelty; brilliant rose. Deeper than Bright Rose. Earlier, and fine for cutting. Seeds ready as soon as new crop is received. 1-4 oz., \$1.00.	3.00	

CINERARIAS

Supplied us by one of the best known American specialists.

	Pkt.	1-64	1-32	1-16	1-8 oz.
Grandiflora Semi-dwarf, Pedigreed mixed.	\$1.00	\$2.00	\$4.00	\$8.00	\$16.00
" " " Fancy mixed.	0.50	1.00	2.00	4.00	7.50
" Stelata, or Star Flowered mxd.	0.50			1.00	2.00
Multiflora Nana, Dwarf mixed.	0.50	1.00	2.00	4.00	7.50

STOCKS FOR THE FLORIST

DOUBLE GIANT EXCELSIOR: - Improved Column. - NON-BRANCHING. -

This is the non-branching strain so much in demand by Florists. Plants produce only one long stem. Strictly non-branching, with close spaced flowers. Excellent for cutting.

	Price per pkt	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.
BALL'S WHITE. Best commercial white.	\$1.00	\$2.25	\$4.25	\$8.00
CHAMOIS PINK. Golden rose pink- ---	1.00	2.25	4.25	8.00
GLORIA. Brilliant crimson. -----	1.00	2.25	4.25	8.00
LILAC LAVENDER. Rich lavender. ---	1.00	2.25	4.25	8.00
PURPLE. -----	1.00	2.25	4.25	8.00
RUBY. Rich crimson. -----	1.00	2.25	4.25	8.00

DOUBLE EARLY GIANT IMPERIAL: - IMPROVED BISMARCK. -

With branching habits, producing giant flowers on long stems in a high percentage of doubles, this type is especially desirable for cutting. Very early flowering.

	Price per $\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	1 oz.
ANTIQUE COPPER. Fine copper red. -----	\$0.50	\$0.90	\$3.00
APPLE BLOSSOM. - Blush - Fine pink. -----	0.50	0.90	3.00
BLOOD RED. -----	0.50	0.90	3.00
GOLDEN BALL. Clear ivory yellow. -----	0.50	0.90	3.00
CHOMOIS. Choice ivory tinted old rose. -----	0.50	0.90	3.00
FLESH. Delicate shade of pink. -----	0.50	0.90	3.00
GOLDEN ROSE. Light rose. -----	0.50	0.90	3.00
LAVENDER. Fine standard market color. -----	0.50	0.90	3.00
LILAC. Lilac lavender. -----	0.50	0.90	3.00
ROSE. A fine standard color. -----	0.50	0.90	3.00
ROYAL PURPLE. Rich deep purple. -----	0.50	0.90	3.00
EARLY WHITE. -----	0.50	0.90	3.00

DOUBLE GIANTS OF CALIFORNIA.

This magnificent group comes very early having the branching habit of the above group but with mammoth flowers on long stems. On this account it is a great improvement in forcing stocks, and can be highly recommended either for indoor or outdoor culture. Produces a high percentage of doubles on 30 to 34 inch stems. The giant white, Santa Maria is probably the best known sort in this class. The other colors are fine too.

	Price per $\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	1 oz.
GOLDEN GATE. Rich yellow. -----	\$1.00	\$1.50	\$5.00
MONTEREY. Pink. -----	1.00	1.50	5.00
PACIFIC. Blue. -----	1.00	1.50	5.00
SANTA BARBARA. Chamois. -----	1.00	1.50	5.00
SANTA MARIA. Wonderful white. -----	1.00	1.50	5.00
TAHOE. Lavender. -----	1.00	1.50	5.00
THE REDWOODS. Blood red. -----	1.00	1.50	5.00
YOSEMITE. Rose. -----	1.00	1.50	5.00

This scientifically prepared fertilizer will be found excellent as an all purpose plant food.

Prices on request

for Better Flowers
*feed them this complete,
balanced diet*

VIGORO
Complete plant food



WINTER FLOWERING SWEET PEAS

Western American Sweet Pea Specialists are admittedly pre-eminent in the breeding of this popular florist subject. The California district without doubt produces the finest seed quality also, and our stock comes exclusively from the four outstanding specialists there.

The following list we believe to be the best of the commercial sorts and the range is sufficiently complete to meet any requirement.

Variety	1 oz.	4 ozs.	1 lb.
AMERICAN BEAUTY. Mammoth deep rose.	\$.55	\$2.00	\$6.00
ANNIE LAURIE. Rich pure pink.60	2.10	7.00
APOLLO. Light salmon cerise.40	1.20	4.00
BALL BLUE. Cornflower Blue.40	1.20	4.00
BALL ORANGE. Rich deep orange.45	1.35	5.00
BALL ROSE IMPROVED. Fine sparkling rose.	.45	1.35	5.00
BALL ROSE QUEEN. Large rose pink.40	1.20	4.00
BLUE BIRD. Blue self.40	1.20	4.00
BRIGHT LIGHT. Orange scarlet.40	1.20	4.00
BURPEE LAVENDER. Wisteria lavender.40	1.25	4.50
BURPEE ORANGE. Light orange.40	1.20	4.50
CATTLEYA. Rosey lilac.60	2.00	6.00
CHEVALIER. Deep rose.40	1.20	4.40
COLUMBIA. Bicolor salmon rose, white wings.	.40	1.20	4.00
DWARF BO-PEEP. Salmon pink for pots,75	2.50	8.00
EARLY ATTRACTION. NEW! Clear salmon.	.80	3.00	8.00
ELDORADO. Salmon orange.40	1.20	4.00
ELEANOR BLUE. NEW! Silvery blue.75	2.50	9.00
EXPOSITION PINK. Gorgeous new rich pink.	1.00	3.00	10.00
FANDANGO. Duplex bright rose.40	1.20	4.00
FORTY-NINER. Bright true orange.40	1.20	4.00
FRAGRANCE. Mammoth clear lavender.45	1.30	5.00
GIANT ROSE. Mammoth rose.40	1.20	4.00
GLITTERS. Firey cerise.40	1.20	4.00
GLORIA. New sparkling salmon rose.50	2.20	6.00
GREETING. Clear lavender.40	1.30	4.50
GRENADIER. Poppy scarlet.40	1.20	4.00
HARMONY. Fine clear lavender.40	1.20	4.00
HOPE. New black seeded pure white.40	1.20	4.50
IMPERIAL PINK. Giant clear pink.40	1.20	4.00
JEANNE MAMITSCH. Long stemmed rose.40	1.20	4.00
LADDIE. Long stemmed giant rose.40	1.40	5.00
LAVANDA. Fine new pure lavender.	1.00	3.00	10.00
MAJESTIC ROSE. Brilliant rose pink.45	1.50	5.00
MRS. CALVIN COOLIDGE. Salmon pink.40	1.20	4.00
MRS. HERBERT HOOVER. Bright blue.40	1.20	4.00
MRS. HOLSCHER. Rose pink.40	1.20	4.50
MRS. KERR. Salmon.40	1.20	4.50
PRIDE. Long stemmed giant cerise.40	1.25	4.75
PROSPERITY. NEW! Rich orange salmon.75	2.50	9.00
SATIN ROSE. Rose and amber.45	1.30	5.00
SNOWSTORM IMPROVED. Pure white.40	1.20	4.00
SPARKLE. Scarlet cerise.40	1.20	4.50
SPRING SONG. Salmon pink on cream.40	1.20	4.00
SUSANNA. New long stemmed carmine red.80	3.00	8.00
VALENCIA. Sunproof orange.40	1.30	4.75
VOGUE. Large lavender. "Improved Harmony,"	.40	1.20	4.50
WHITE HARMONY. Solid white.40	1.30	4.75
ZVOLANEK ROSE. Giant rose pink.40	1.20	4.00
HARROLD'S PEDIGREED CUT-FLOWER MIXED. Finest blend of named varieties.40	1.00	3.50

Harrold Values

Are outstanding, because they embrace the finest in variety and seed quality available in the American market. Rigid care and moderate required stocks due to our location so near America's major seed producing areas assures fresh seeds at all times. Prompt post or air-mail delivery.

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Conditions Of Sale.

PRICES as quoted, are net on a basis of cash with order. All orders not accompanied by remittance, and from parties who have not established credit with us will be forwarded C. O. D.

REMITTANCE may be by any of the usual commercial methods. We do not accept stamps in place of remittance. Patrons outside the United States of America must remit in American funds either by draft or money order, C. O. D. shipment or credit sales not made outside the U. S. A.

ALL ORDERS are received subject to supply available and crop conditions or any other situation beyond our control. Present business conditions also makes it necessary that we reserve the privilege to adjust our prices or terms without notice, to conform with varying conditions which may occur after this list is published.

SHIPMENT of seeds are all prepaid by insured post. Air-mail delivery service in the U. S. may be obtained without additional charge in accord with the conditions setforth on page two. All other stock is priced F. O. B. Grants Pass, Oregon.

OUR RESPONSIBILITY: In view of the reasonable prices quoted herein, and the varied growing conditions under which the stock offered will be grown; it is manifestly impossible for us to warranty in any manner the crop resulting there from. All information contained herein is based on over 30 years of actual personal experience and is believed to be true and accurate in every respect. Ordering from this list however, shall be definitely construed as your acceptance of these terms, and the limitation of our liability for any cause to an amount not exceeding actual purchase price.

THIS LIST CANCELS ALL PREVIOUS PRICES.



A HARROLD'S
PEDIGREED
GIANT

ACTUAL SIZE
REPRODUCTION

HARROLD'S PANSIES RECEIVE AUSTRALIAN APPROVEL

BURWOOD, VICTORIA, AUSTRALIA
May 22, 1933.

Gentlemen:-

Re: Pansies.

The seeds which I got from you toward the end of last year has proven to be quite satisfactory. Its germination was excellent; the growth of the young plants was strong, and they have been a mass of bloom since they bore their first blossoms in February. Many of them are extra large and they have been the admiration of all visitors to my nursery. And to me, as a commercial grower, I was pleased to see many colors in them which are unusual.

Among the smaller ones the pastel shades are pleasing, and it is these perhaps, that I have the greatest liking for, for the reason that they sell well to florists for make-up work. Later on I will send along an order for some packets of seed and I would like you to let me have some of these if you can manage to harvest them separately. Perhaps you would be so kind as to let me know about this. Thanking you I am.

Yours faithfully

Signed: Norman B. Hollaway.

AVALON NURSERY.

In another letter under date of October 9, 1933 Mr. Hollaway has this to say farther. "Spring is now here, and the Pansies from your seeds are still blooming. In fact more profusely than ever, and they will continue to do so for some weeks yet. They were transplanted in Jan., commenced flowering in Feb., so you see their flowering has been continuous for 8 months. From some of the strong growers among them I can pick on branches a foot long."

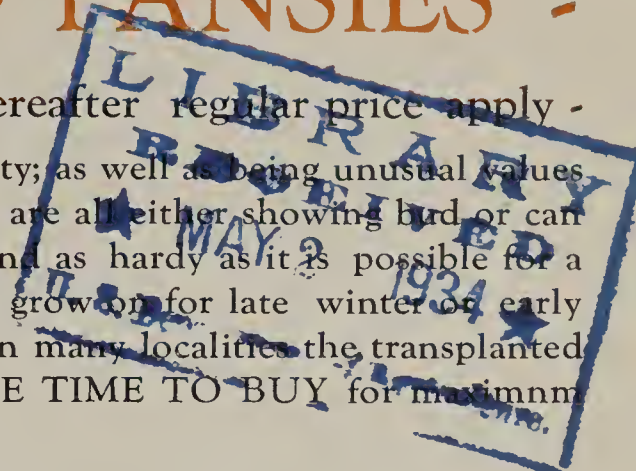
Every letter reproduced herein is on file for examination along with many others. NOT A SINGLE ONE was solicited. We are grateful, and THANK every one of their authors however.

621/1

SPECIAL YEAR-END SALE OF - HARROLD'S PEDIGEED PANSIES -

- These special prices absolutely void after Jan. 15, 1934. Thereafter regular price apply -

This stock is absolutely our usual high quality both in strain and variety; as well as being unusual values in plant quality. They are all late August, or early September sown and are all either showing bud or can be brought into bud and bloom in a short time. They are field grown and as hardy as it is possible for a Pansy to be grown; which should be sufficiently hardy to transplant and grow on for late winter or early spring sales in your locality with but moderate protection, or none at all. In many localities the transplanted stock will make stock saleable at retail in a very short time. NOW IS THE TIME TO BUY for maximum PANSY PROFITS IN 1934.



PLANTS FROM SEED BEDS

Variety	Per 1000	Regular price	Sale Price
HARROLD'S PEDIGREED GIANTS.		\$4.75	\$4.00
HARROLD'S ALL-AMERICAN BEDDING MIXTURE.		4.50	
HARROLD'S IMPROVED SWISS.		4.50	
GREATER AMERICAN PERFECTION.		4.00	\$3.60
OREGON MIRACLE MIXED.		4.00	

OCTOBER TRANSPLANTED

HARROLD'S PEDIGREED GIANTS.	\$12.00	\$9.50
HARROLD'S ALL-AMERICAN BEDDING MIXTURE.	10.00	
HARROLD'S IMPROVED SWISS.	10.00	

TERMS: Cash f. o. b. Grants Pass; 250 of a kind at 1000 price; 10% discount on 3000 or more.
Packed light - seedlings weigh 20 pounds; transplanted 30-35 pounds per 1000. They take second class Express rate.

PANSY SEEDS

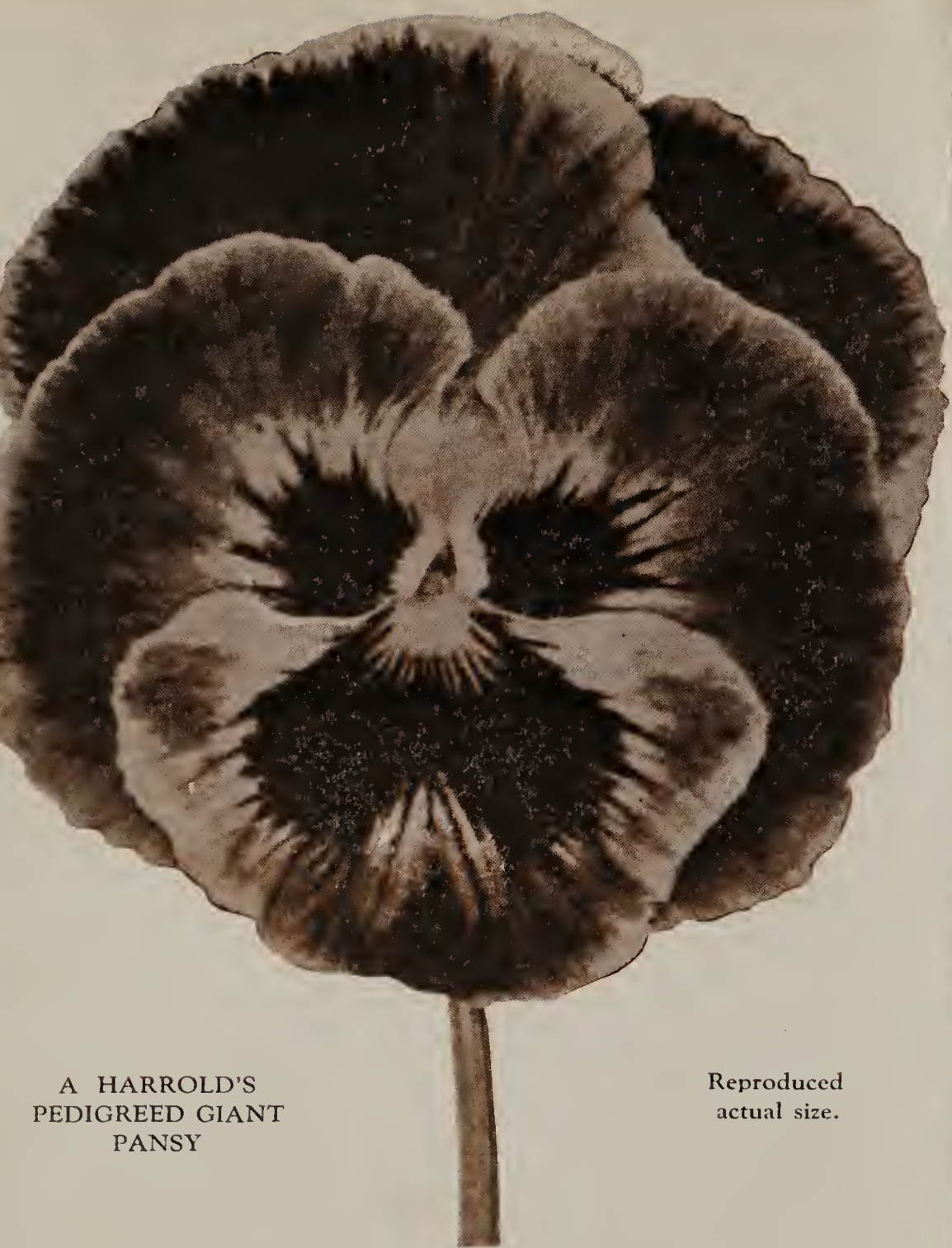
These may be planted during the next three months for April and May sales. At this special price they are also a good investment now for your early summer sowings that are made before 1934 crop seeds are available. And, as they are fresh seeds, if stored in a cool dry place, they will give excellent results even for next fall plantings. Pansy seed prices will not drop below the 1933 season price, and probably will increase in price on the 1934 crop. Invest now for maximum saving!

During this sale you may deduct 25 per cent from regular prices below.

Variety	Per 1/8 oz.	1/4 oz.	1/2 oz.	1 oz.	2 oz.	3 oz.
Harrold's Golden Giants.	\$1.75	\$3.25	\$6.25	\$12.00		
Harrold's Pedigreed Giants	1.75	3.00	5.75	11.00	\$20.00	\$28.00
Harrold's All-American Bedding Mixture.	1.50	2.50	4.75	9.00	16.00	23.00
Harrold's Improved Swiss.	1.25	2.00	3.75	7.00	13.00	18.25
Greater American Perfection.	1.00	1.75	3.25	6.00	11.00	15.00
Oregon Miracle Mixed.	1.00	1.35	2.25	4.00	7.50	11.00

TERMS: Cash; by prepaid and insured mail.

All stock in this list subject to supply available and being unsold upon receipt of order.



A HARROLD'S
PEDIGREED GIANT
PANSY

Reproduced
actual size.

Sec. 562 P. L. & R.

FOR UNEXCELLED QUALITY
BOTH IN SEEDS AND PLANTS OF
GIANT PANSIES

ADDRESS

HARROLD'S PANSY GARDENS
BOX 264 GRANTS PASS, OREGON.

PANSY SPECIALISTS FOR OVER A QUARTER CENTURY

Here's An Outstanding HARROLD QUALITY Special.