

## **Historic, archived document**

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Price list

1936



We present our four-color photograph of SUPER SWISS MASTODON PANSIES selected from our seed fields, actual size.

**LEST YOU FORGET**

We are originators of Mastodon Pansies, and any seed offered as "Mastodon" is not genuine unless grown in our gardens.

# Steele's Pansy Gardens

Since 1893

E. J. STEELE, Manager

M. I. STEELE, Secretary

E. J. STEELE, Jr.,  
Production Manager

DONALD STEELE,  
Supt. Test Gardens

**Powell Boulevard at S. E. 42nd Avenue, Portland, Oregon, U. S. A.**

1. Free with each order of \$2.50 or more we will mail, postpaid, our beautiful four-color pansy poster—painting of five grand flowers, by Miss Winifred Walker, official artist of the Royal Horticultural Society of London.
2. Or, to anyone, we will mail prepaid same, unmounted—no advertising—at per copy, 25c. Stamps O. K.

*Air Mail Orders from Atlantic States Reach Us in 20 Hours.*

*On Air Mail Orders Add 6 cents per oz.*



E. J. STEELE

## Get Rich Quick!

Did you ever try? We did. I mean the Madame and I. The story: January, 1892—Newlyweds: Business—A salesman. Assets—A shoe-string. December same year, a boy born. 1893—the Panic! Ouch! Traded 40 acres wild land for a house and lot out in the "sticks" with overhang of a big mortgage. Bought furniture, etc., \$500. Though half paid for, the store repossessed everything.

Made a barely comfortable living, but lost sales commissions \$3000. Boy, did we need to get rich quick!

1893—Sold pansy plants \$23.00. Taught school \$60.00 month.

1894—Plant sales \$480. The Madame in charge. 1895 sales \$2000.

1896—Sold first ounce of pansy seed to George Betz, florist, this city, price \$14.00.

Thirteen years as principal in Portland Public Schools, and the Madame in charge of five children, and she says, "of the business, too." Yes! You can get rich, but maybe you won't "get rich quick."

Anyway, Carry On!

### Preparing Bed for Germinating Seed

1. Have your soil clean and pulverized to a depth of six or more inches.
2. On the level surface spread evenly a layer of pulverized manure, compost preferred, to depth of at least one inch.
3. Overlay manure with half inch of the best soil you have, thoroughly pulverized.
4. Rake down and tamp surface true and smooth.
5. Soak down the bed several inches.
6. Sow in drills or broadcast—drills are better.
7. Cover as lightly as possible with your best soil or sand, mixed 50-50 with peat moss.
8. Use spray of water to moisten surface, after muslin or light burlap cover is on.
9. Allowing plenty of ventilation, keep your beds moist, quite moist, but not soaking wet, until plants come up.

We use cheapest grade of burlap to retain moisture. As soon as plants begin to come through freely we remove burlap permanently, and sift tops of beds with thin layer of peat moss. To avoid damping off, water young seedlings **very sparingly**.

Never allow your beds to become dry. Any dryness after seeds sprout is absolutely fatal. These directions are for sowing in the open field, but will apply when using flats or cold frames. We use 100 to 125 square feet to sow an ounce of seed broadcast.

Alternate your pansy crop with some other crop.

**THE UNUSUALLY HIGH GERMINATING QUALITIES OF STEELE'S MASTODON PANSY SEED** is a revelation to all extensive growers who use our stock.

*E. J. Steele*  
Manager

There is hardly anything in the world that some man cannot make a little worse and sell a little cheaper and the people who consider price only are this man's lawful prey.—*John Ruskin*.

"Many things worth *less* are worthless."—*A philosopher*.

#### But Why Worry?

The legs of the duck are short; the legs of the stork are long. We cannot make the duck's legs long, or the stork's legs short, so why worry?—*Lincoln County Leader*.



One of "Bud's" Mastodons

Air Mail orders from Atlantic States reach us in 20 hours. On Air Mail orders add 6c per ounce.

# STEELE'S PANSY GARDENS

Powell Blvd. at S. E. 42nd Ave.

Date.....

Portland, Oregon, U. S. A.

Send the following ORDER, by..... Amt. Enclosed.....

Name..... Street.....

R. F. D..... Box..... Postoffice..... State.....

## Pansy

	Price
oz. Jumbo Mixed, new.....	
oz. Super Maple Leaf Mx., new.....	
oz. "400" Super Swiss Mixed.....	
oz. Miracle Mixed.....	
oz. Aces Mixed (Grhse Spl).....	
oz. Masterpiece Mixed.....	
oz. Sea Blue.....	
oz. Mlle. Irene, henna red.....	
oz. Golden Gate, yel, dk. center.....	
oz. Improved Vulcano, burg. red.....	
oz. Improved Isabelle.....	
oz. Panama-Pacific, yellow.....	
oz. Parisian Yellow, pure.....	
oz. Bronze.....	
oz. Grand Duke Michel, white.....	
oz. Fluffy Ruffles(1936 Novelty). A ruffled all white pansy.....	
oz. Aurora Red and Rose.....	
oz. Black.....	
oz. Madame Steele, Elk's purple.....	
oz. Beaconsfield.....	
oz. Adonis, light blue.....	
Ex. Unprinted Pansy Poster.....	
<b>TOTAL</b>	

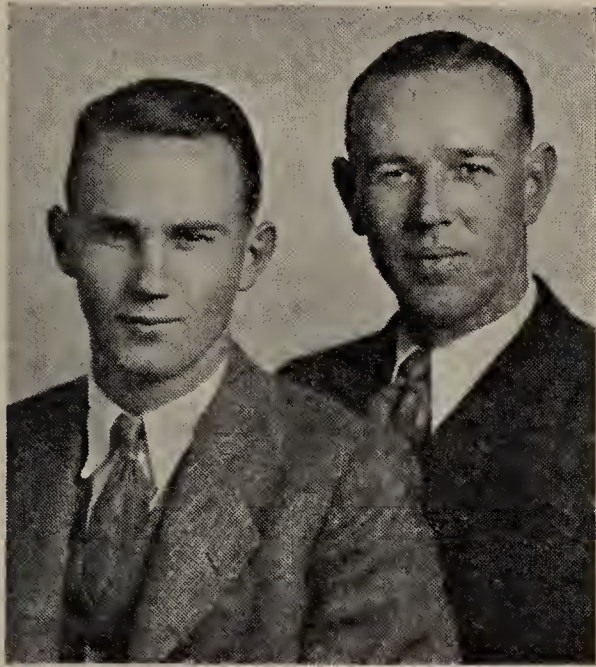
## Winter Flowering Sweet Peas

	Price
oz. Ball's Orange.....	
oz. Sunray, creamy cerise.....	
oz. Morse's Giant Rose.....	
oz. Spring Song Pink.....	
oz. White Harmony.....	
oz. Lavender Harmony.....	
oz. Vulcan, bright scarlet.....	
oz. Glitters, bright rose cerise.....	
<b>Diener's Petunias</b>	
pkt No. 1, Pink.....	
pkt No. 5, Red.....	
pkt No. 7, Red and White variegated.....	
pkt No. 9, Earl of Kentfield, Exactly Theodosia. Flesh pink frilled.....	
pkt No. 11, Elk's Purple.....	
pkt No. 19, Giant Pink Glory.....	
pkt No. 20, Mauve, purp. cen.....	
pkt No. 38, Double Ruffled Monsters, Mixed.....	
<b>TOTAL</b>	

How to get a four color Pansy Poster free. See Catalog.

Can't you send us the name of another Commercial grower?





"BUD"

"E. J. JUNIOR"

# Steele's Pansy Gardens

PORTLAND, OREGON

Howdy Folks! Forty-three years have rolled by since we grew our first bed of pansies, and all these years "Nothing but pansies!" If you had followed thru on a specialized industry for that many years or nearly that many years how could you explain it?

Would it be because you thought it might bring you a decent living, or would it be because you were fired with an enthusiasm that would permit no other human being to excel you in your calling!

To my mind it is this inspiration to render a real service to all humanity that furnishes the driving power which has produced all the grandeur and magnificence and all the beautiful and useful things of this world. So I would say to you as a commercial grower: Have a hobby! It will not only bring amazing results, but under its influence every other thing you grow will be better—all the way from a forest tree down to a Shasta daisy, or a pansy.

Sometimes, my friends will say, "Well, Dad, when do you retire?" "Not a chance now. Still going strong. But when I do, I hope it will be in the pansy fields with my shoes on."

By the way, I hope you have met our sons, E. J. Jr. and "Bud" (Donald). See picture.

You know, in most families, "Dad" thinks he is the fountain of wisdom, and while I am not shouting this information from the top of the tallest tree, every once in a while something tells me that these boys have found out some things about pansies and the technique of producing pansies that I never knew. I wonder!

E. J. Jr. at our ranch has charge of our production. A globe-trotter—an international authority on flower seed production said to me: "Mr. Steele, never in all the world have I seen as fine care and cultivation of plants such as you have in your fields."

And now, what is Donald's job? Some job! To produce better pansies this year than last year, with Dad butting in. He is continuing his studies in plant breeding such as: dominant and recessive types—constant and variable—Mutations, Improvement by artificial crossing, Improvement by selection. The creation of new types and strains. The study of improvement in: 1, size; 2, form; 3, color; 4, substance; 5, earliness; 6, compactness of plant; 7, food values; 8, seed production. Of course we all know all organic life sprang from the same source, whether it be plant or animal.

Likewise the improvement of all species of plants or animals must proceed along the same lines. Therefore the glorious orchid, the beautiful rose, the lovely carnation and the super pansy are all the result of many lifetimes of human endeavor. It is also just as true of the greyhound, those grand horses and prize cattle. And now we have the radio, the airplane, the streamline automobile and railway train. Coming television and who knows what else.

So it is that if we have the ambition, if we are fired with an enthusiasm that cannot be denied, then there can be no such word as "fail" in our careers.

But we all overlook details, don't we? Here's one on me. On our home grounds we had four huge camelia plants. They were doing badly. I called in a landscape man. "These doggone camelias bloom in the winter instead of the springtime—what's the matter?" "Nothing much—you're only starving them to death!" "What shall I do?" "Haul away all soil down a spade length three feet away from the plants and replace with fresh soil, and top dress with barnyard fertilizer a full 6 inches deep." This was two years ago. Boy, you should see 'em now back on their spring blooming schedule!

You and I, and our children and our children's children need a pleasant environment—a home—plenty of food, and all the other necessities of life, and believe you me so do your plants and all the living creatures around you that are your friends. My lady visitor asks, "Shall I feed my pansies?" "Lady, they are fond of Porter House steak, even as you and I."

In closing let me answer this question: Why the variation in prices? Jumbo pansies do not yield one-half the seed per acre that other varieties do, and require more attention, care and cultivation, but they are unbeatable. And now, in behalf of our boys, myself and the family . . . Cheerio! and may we have the pleasure of meeting you in our gardens. If you can't visit us, send for a trial packet and satisfy yourself.

*E. J. Steele*





STEELE'S PANSY GARDENS

WINTER FLOWERING SWEET PEAS

- BALL'S ORANGE**—A magnificent flower of a glistening orange color. long stemmed. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.
- SUNRAY**—A glowing soft cerise on cream ground. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.
- GIANT ROSE**—Rose-pink. A heavy producer and one of the best bread and butter varieties. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.
- SPRING SONG**—A beautiful large rich salmon pink. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.
- WHITE HARMONY**—Strong growing black seeded white. Germinates easily and stems are long, flowers large, and of exquisite form. Price: oz. 35c; 4 oz. \$1.00; 8 oz. \$2.00.
- LAVENDER HARMONY**—Finest lavender, strong growing and free flowering. Price: oz. 30c; 4 oz. \$1.00; 8 oz. \$2.00.
- VULCAN**—Bright scarlet blooms which do not burn even in strongest sunlight. Price: oz. 30c; 4 oz. \$1.00; 8 oz. \$2.00.
- GLITTERS**—One of the finest of its color, cerise with orange east. Price: oz. 30c; 4 oz. \$1.00; 8 oz. \$2.00.



Giant Rose—1/3 Natural Size



No. 1 Diener's Ruffled Monsters in 3-inch pots, 12 weeks after sowing

DIENER'S PETUNIAS

Over eight thousand florists raised our Petunias last year and we have heard nothing but praise of their high quality. All of our seed bearers are first raised in 3-inch pots and must conform to the type you see in the accompanying picture of this catalog. This makes the producing of the seeds more expensive, but results in the high quality of our seeds. Every plant is dwarf and stocky, no pinching or staking necessary and they sell at sight. Over 500 seeds per trade packet.

RUFFLED MONSTER TYPE (Single)

No.	Average about 90% true	Tr. Pkt.
1.	<b>PINK</b> —Strongly veined center. Flowers 6 to 8 inches in diameter. One of the largest in existence.....	\$0.50
5.	<b>RED WITH BLACK CENTER</b> .....	.50
7.	<b>RED and WHITE</b> variegated. Immense size. Large yellow center .....	.50
11.	<b>DIENER'S ELK'S PURPLE</b> —Very fine.....	.25
19.	<b>GIANT PINK GLORY</b> —This is one of the varieties which attracts the attention of customers immediately. Very large .....	.50
20.	<b>MAUVE</b> —Center heavily veined with royal purple. One of the most exquisite and most popular varieties. Flowers average 5 inches across. Very fragrant .....	.50


OTHER VARIETIES OF SMALLER SIZE (Single)

No.	Tr. Pkt.
9. <b>EARL OF KENTFIELD (THEODOSIA)</b> —Deep rose pink. Medium size with edges heavily frilled. Very good for pot plants and bedding.....	\$0.25

DOUBLE PETUNIA TYPES

38. <b>DOUBLE RUFFLED MONSTERS MIXED</b> — Same colors and sizes as single Ruffled Monsters, but double. Bring enormous flowers. Excellent for 4 or 5-inch pots or bedding. Average amount of double varieties in this mixture is 50%.....	1.00
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● One packet each of 8 varieties—Price \$3.50 ●



# Steele's Pansy Gardens

PORTLAND, OREGON, U. S. A.

Wholesale Prices Net

1936 Crop

EACH AND EVERY STRAIN LISTED ON THIS PAGE IS A GENUINE  
"STEELE'S MASTODON." See Page 2.

**Fluffy Ruffles** (1936 Novelty)—Inviting world-wide attention. A ruffled all white pansy. Price: 1/32 oz. \$1.

**Jumbo Mixed**—Earliest of all. These gigantic flowers, in our open field, with no special care whatever, were exhibited at the Northwest Flower Show in Seattle, measuring up to 4 1/4 inches in diameter! In all our 42 years as pansy specialists we have never seen a strain of pansies anywhere near their equal in average size; also has a fine wide range of bright colors. Price: 1/16 oz. \$1.00; 1/8 oz. \$1.75; 1/4 oz. \$3.25; 1/2 oz. \$6.25; oz. \$12.00; 2 oz. \$23.00; 4 oz. \$40.00.

**Super Maple Leaf Mixed** (1934 Novelty)—Of huge size, fine form and substance and increasing the wide range of colors of Jumbos. Price: 1/16 oz. 75c; 1/8 oz. \$1.25; 1/4 oz. \$2.50; 1/2 oz. \$4.75; 1 oz. \$9.00; 2 oz. \$16.50; 4 oz. \$32.00

**Improved Sea Blue**—Swiss. The most beautiful shade of blue we have ever seen. Very large. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

**Super Swiss "400" Mixed**—Grand in size, form, color and substance. Huge jewels of velvet and red and gold with variations of those colors, including shades entirely new. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00; 2 oz. \$13.00; 4 oz. \$24.00.

**Miracle Mixed**—Finest types of our strains, latest novelties. Mostly Super Swiss. Price: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$1.75; 1/2 oz. \$3.25; oz. \$6.00; 2 oz. \$10.50; 4 oz. \$19.00.

**Masterpiece Mixed**—Long stems. For cut flowers only. Price: 1/16 oz. 85c; 1/8 oz. \$1.50; 1/4 oz. \$2.50; 1/2 oz. \$4.75; 1 oz. \$9.00; 4 oz. \$31.00.

**"Aces" Mixed**—Fine Market strain. Price: 1/16 oz. 50c; 1/8 oz. 85c; 1/4 oz. \$1.50; 1/2 oz. \$2.75; oz. \$5.00; 2 oz. \$9.00; 3 oz. \$13.50; 4 oz. \$17.50.

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**Golden Gate**—A monster Golden Yellow. Dark center.

**Vulcano**—Burgundy red, long stems.

**Mlle. Irene**—A henna red type, new to pansies.

**Isabelle**—A ruffled bronze and yellow.

The price of each of the four varieties named above is: 1/16 oz. 65c; 1/8 oz. \$1.00; 1/4 oz. \$2.00; 1/2 oz. \$3.75; oz. \$7.00.

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**Panama Pacific**—A large yellow.

**Madame Steele**—Elk's purple; immense blooms; a perfect self.

**Parisian Yellow**—A pure yellow.

**Improved Aurora (New)**—Rose and red shades.

**Bronze**—Very large. Many shades.

**Improved Beaconsfield**—Upper petals lavender tinge, lower petals violet shades.

**Black**—Nearly all jet black.

**Adonis**—Light blue and lavender shades.

**Grand Duke Michel**—The largest all-white pansy.

The price of each of the nine varieties named above is 1/16 oz. 50c; 1/8 oz. 85c; 1/4 oz. \$1.50; 1/2 oz. \$2.75; oz. \$5.

On Air Mail Orders add 6 cents per oz.

We do not offer seed packets of a size smaller than those listed above

OWING TO VARIATIONS IN SOIL, CLIMATE, CARE AND CULTIVATION, WE ARE NOT  
RESPONSIBLE FOR THE CROP.