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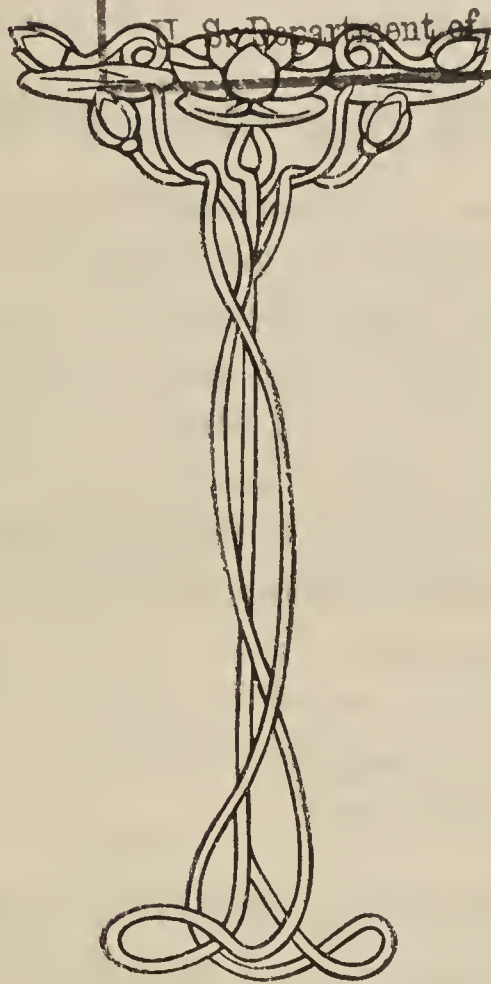
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# 1936 OUTSTANDING NOVELTIES

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U. S. Department of Agriculture.



CHAS. WINSEL

145 N. Broadway :-: Los Angeles, California

## MARIGOLD (Dixie Sunshine)

From the land of Dixie comes this most charming, most modern and unique Marigold. The large ball shaped flowers are ingeniously composed of dozens of tiny five petaled florets, gracefully interlocking, daintily fringed in effect. Brilliant golden yellow, 100% double. Dixie Sunshine is a ray of dazzling, pure beauty. Whether in the garden on tall bushy plants literally smothered with blooms or when arranged for home decoration, the strong stemmed flowers are a constant joy from August throughout the season until frost.

Per package, 50c

Per oz. \$2.50

## ASTER (Super Giant El Monte)

The super Giant Aster Los Angeles has become so popular since its introduction two years ago, its color being a delicate shell pink. A more rugged color was desired in the warmer lands, this wish is met completely in our new companion Super Giant El Monte, the only really large flowered crimson Aster. Deep glowing crimson, composed of abundant quantities of daintily interlaced plume-like petals, the flowers are extremely large and fluffy, borne on heavy non-lateral, basal branch stems. It is very early blooming, coming in before the California giant varieties, and remaining in flower for a long period.

Per package, 50c

Per oz., \$5.00

## PETUNIA GRANDIFLORA

### (Single Fringed, Dainty Lady)

Not for many years has an entirely new color in Petunias been introduced to the gardening public. Various new shades of rose, pink, blue and crimson may be expected from season to season, but we now present for your critical approval a distinct new hue in the Petunia color cycle—delicate golden yellow. Dainty Lady, the remarkable new Petunia introduction, is, to the best of our knowledge, the first really yellow Petunia. It is now ready for presentation after 10 years' work in developing it.

The plants are neat, compact, semi-dwarf and free flowering, bearing generous quantities of the medium sized, delicately fringed light golden yellow flowers. Plant in a border with Verbena Lavender Glory, or Ageratum Blue Ball for good contrast of color.

Trade packages ..... \$1.00 each

# NEW PHLOX DRUMMONDI GIGANTEA

## (Art Shades)

A new strain of Phlox Drummondii with flowers an inch and a quarter to an inch and a half in diameter, in addition to its enormous flowers (which in itself would be enough to justify it as a novelty), it has a most wonderful range of color in soft art shades. The colors range as follows: Salmon with white eye, deep salmon with cream eye, apple blossom, soft rose with white eye, light blue with white eye, pale violet with white eye, light mauve with cream eye, rose with white eye with complete absence of rash colors.

Per package, 50c

Per oz., \$4.20

# NEW ANNUAL CANTERBURY BELL

## (Wedding Bell)

This new pure white color makes a very desirable addition to the group of annual Canterbury Bells. Less than five months after the seed has been sown, this campanula starts blooming and will bloom continuously until the heavy frosts in the fall.

It makes a compact, base branching plant with large center spike symmetrically surrounded by eight to ten slightly smaller spikes.

Per package, 50c

Per oz., \$4.20

# PETUNIA ROSE-GEM

## (Waller-Franklin)

### THIS YEAR'S OUTSTANDING NOVELTY

Rose-Gem is a charming addition to the new miniature group of Petunia which started with Pink Gem. Rose Gem is the color which the public has been asking for in this miniature form; it is the rich deep rose that has made Petunia Rose of Heaven so popular. The plant is neat and compact, five to six inches high and smothered with rich rose-colored blooms about two inches in diameter.

Trade packages..... \$1.00 each

# RUST-PROOF ANTIRRHINUM

## Maximum

Trade pkgs., \$1.00

½ oz., \$3.00

Loveliness, pure soft, rose pink; the plants throw 12 to 16 long spikes, large flowers, gracefully spaced.

Alaska, snow white, yellow lip, many large spikes, flowers considerably larger than in the old snowflake.

**Apple Blossom**, rosy white tube, base branching, 10 to 15 spikes; the huge flowers are gracefully spaced.

**Canarybird**, golden yellow center, 12 to 14 non-lateral stems, flowers close spaced giving the spikes a graceful appearance.

**Copper Shades**, deep, rich velvety copper orange, including every shade of copper and old gold.

**Fair Lady**, the beautiful pink of the blossom is emphasized by the small yellow spot on the lip.

**Pink Shades**, all pure shades of pink, free from any purplish or blue shades, the plants are all base branching.

**Red Cross**, deep rich crimson, white tubes, 15 to 18 flower spikes; the non-lateral stems are slightly tinted with red.

**Campfire**, luminous scarlet, a new color in antirrhinum, the blossoms are closely spaced on 3½ ft. non-lateral stems.

**Florist Pearl**, beautiful glistening white, identical in color and height to the popular greenhouse variety, White Rock.

**Shasta**, pure white, early flowering and exceedingly floriferous, throwing from six to eight spikes to a plant.

## Majus Grandiflorum

Trade pkgs., \$1.00

⅛ Oz., \$3.00

**Buttercup**, deep canary yellow on the lip, base of standard blending to creamy yellow.

**Daintiness**, soft clear, rosepink, white throat; the plants are base branching with 10 to 18 non-lateral spikes.

**Pink Shades**, from light rose pink to dainty pale pink, free from any purplish or blue shades.

**New Scarlet**, the bright scarlet flowers are very large and of velvety texture.

**Majus Grandiflorum Mixed**, contains all colors and some new shades; the improved habit and size of flowers are remarkable.

## Nanum Grandiflorum

Trade Pkgs., \$1.00

¼ Oz., \$3.75

**Carmine Rose**.

**Red Boy**.

**Indian Girl (Brown)**.

**Glowing Sunset**, velvety scarlet-rose.

**Wildfire**, orange scarlet.

**Nanum Grandiflorum**, mixed.