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SEP 2 1937  
U. S. Department of Agricul.

**1937 SUPPLEMENT**



**UP-TO-DATE  
FLOWER  
ELECTROS**

**BODGER SEEDS • LTD.**

EL MONTE . . . . CALIFORNIA

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**B**ODGER electros and nickeltypes have come to be a necessity with catalog builders in the seed trade. The number of electros and nickeltypes we have sold and the increased number of seedsmen using these flower illustrations have convinced us of the need that exists for this service.

The increase in sales during the past two years indicates that we are justified in issuing a second Electro Supplement carrying all electros and color nickeltypes which we have added to our collection during the past year. The cuts illustrated in our 1935 and 1936 booklets are not shown in this Supplement. Be sure, therefore, that your previous issues have not been misplaced, and keep them with this 1937 Supplement handy for ready reference when you are working on your catalog.

All the electros and color nickeltypes which we have available are 120 screen, the size we find is used by a majority of the catalog printers. If this screen is not suitable to your needs or if the electros are not the size you wish, we can furnish photographs at \$1.00 per print from which you can have your own halftones made. We have photographs of all subjects illustrated in our Electro Catalogs, as well as many other fine prints of Novelty and general flower subjects, field views, etc., which we will be glad to submit on ten day approval.

On the opposite page we have listed prices of all electros and nickeltypes we have available at this time. These prices are effective at once and supersede all previous quotations.

We thank you for your patronage of this division of our Service Department and hope we may continue to be of service to you in the preparation of your flower seed catalog.

BODGER SEEDS, LTD.

EL MONTE, CALIFORNIA

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**T**HE FOLLOWING list covers current prices on all electros and nickeltypes we now have available. Refer to our 1935 Electro Catalog and our 1936 Supplement to this Catalog for illustrations not shown in this 1937 Supplement. Prices listed herewith are effective at once, and supersede all previous quotations.

Electro No.	Price	Electro No.	Price	Electro No.	Price	Electro No.	Price	Electro No.	Price
1	\$ 4.30	94	2.00	184	1.80	287	2.10	374	2.35
2	2.50	95	2.00	185	1.90	288	1.90	375	2.10
3	2.60	96	2.10	186	1.90	289	1.80	376	2.00
4	3.00	97	1.90	187	2.00	290	2.00	377	2.10
5	2.50	98	2.20	188	1.90	291	1.90	378	2.10
6	2.60	99	1.90	189	2.00	292	2.25	379	2.25
7	2.25	100	1.90	190	1.80	293	2.00	380	2.20
8	2.35	101	2.00	191	1.80	294	1.90	381	2.10
9	2.45	102	2.10	192	1.90	295	2.00	382	2.10
10	2.45	103	2.00	193	1.80	296	1.90	383	2.00
11	2.50	104	2.10	194	1.90	297	2.10	384	2.10
12	2.50	105	1.90	195	1.90	298	2.10	385	2.10
13	3.45	106	1.90	196	1.80	299	2.10	386	2.25
14	2.25	107	2.25	197	2.00	300	2.00	387	1.90
15	2.45	108	1.90	198	2.00	301	1.90	388	1.90
16	2.25	109	2.10	199	2.00	302	2.50	389	2.00
17	2.35	110	2.10	201	2.90	303	2.25	390	2.25
18	2.35	111	2.00	202	3.00	304	2.20	391	2.20
19	2.20	112	2.10	203	3.00	305	1.90	392	2.20
20	2.75	113	2.25	204	3.45	306	2.10	393	2.45
21	4.40	114	1.90	205	2.90	307	2.10	394	2.10
22	2.35	115	1.80	207	3.25	308	2.75	395	1.70
23	2.20	116	1.90	208	2.45	309	2.20	396	2.20
24	4.40	117	2.20	209	4.45	310	2.10	397	2.50
25	2.75	118	2.10	212	3.10	311	2.60	398	2.20
26	2.25	119	2.20	213	3.90	312	2.10	399	2.50
27	2.45	120	1.90	214	3.25	313	2.10	400	1.65
28	2.50	121	2.00	216	2.75	314	2.25		
29	2.25	122	2.10	217	2.80	315	2.25		
30	2.25	123	1.90	218	2.50	316	2.00		
31	2.10	124	2.00	219	3.00	317	2.00		
32	2.20	125	1.90	221	2.75	318	1.80		
33	2.75	126	1.90	223	2.60	319	2.50		
34	2.90	127	2.25	224	2.60	320	2.20		
35	3.25	128	2.10	225	2.60	321	2.60		
36	2.60	129	2.25	226	2.60	322	2.90		
37	2.75	130	2.20	227	2.00	323	2.20		
38	2.25	131	2.35	228	2.00	324	2.20		
39	2.75	132	2.25	229	2.00	325	2.50		
40	2.25	133	2.10	230	2.00	326	2.25		
41	2.25	134	2.25	231	2.10	327	2.25		
42	2.50	135	2.25	232	1.90	328	2.25		
43	2.50	136	2.25	233	2.00	329	2.10		
44	2.75	137	2.35	234	2.00	330	2.10		
46	2.20	138	2.10	235	2.00	331	2.20		
47	2.25	139	2.25	236	1.90	332	2.10		
48	2.45	140	2.35	238	1.90	333	2.20		
49	2.90	143	2.60	242	2.10	334	2.10		
50	3.25	144	2.00	246	2.45	335	2.25		
51	2.80	145	2.10	247	2.25	336	2.25		
52	2.45	146	2.20	248	1.70	337	2.25		
53	2.45	147	2.10	250	2.25	338	2.10		
54	2.50	148	2.00	251	2.10	339	2.10		
55	2.10	150	2.10	252	2.00	340	2.25		
56	2.90	151	2.00	253	2.35	341	2.20		
57	2.80	152	2.20	254	2.50	342	2.10		
58	3.00	153	2.20	255	2.35	343	2.20		
59	2.50	154	2.00	256	2.35	344	2.25		
60	2.80	155	2.20	257	2.25	345	2.45		
61	2.35	156	2.25	258	2.45	346	2.00		
65	2.35	157	1.80	260	3.00	347	2.00		
67	2.50	158	2.00	261	2.50	348	2.10		
68	2.25	159	1.80	262	2.20	349	2.25		
69	2.50	160	1.70	263	2.45	350	2.20		
70	2.50	161	1.90	264	2.10	351	2.10		
71	2.25	162	2.00	265	2.10	352	2.10		
72	2.50	163	2.10	266	2.10	353	2.45		
73	2.50	164	2.10	267	2.00	354	2.20		
74	2.45	165	2.10	268	2.25	355	2.00		
75	2.50	166	1.90	269	2.10	356	2.45		
76	2.45	167	1.90	270	2.00	357	2.45		
77	2.50	168	2.00	271	2.00	358	2.00		
78	2.45	169	1.90	272	2.10	359	2.10		
79	2.50	170	2.20	273	2.20	360	2.25		
80	2.10	171	1.90	274	2.10	361	2.20		
81	2.35	172	2.20	275	2.10	362	2.20		
82	2.25	173	1.90	276	2.10	363	2.10		
83	2.50	174	1.90	277	2.20	364	2.10		
85	2.20	175	2.00	278	2.20	365	2.10		
86	2.25	176	1.90	279	2.10	366	2.10		
87	2.10	177	1.80	280	2.20	367	2.10		
88	2.00	178	2.00	281	2.00	368	2.20		
89	2.10	179	2.00	282	1.90	369	2.10		
90	2.10	180	1.90	283	2.00	370	2.20		
91	1.90	181	2.00	284	2.35	371	2.25		
92	2.10	182	2.00	285	2.10	372	2.00		
93	1.90	183	1.80	286	2.00	373	2.00		

Nickeltype	
No.	Price
500	\$11.00
501	11.00
502	24.00
503	11.00
504	11.00
505	11.00
506	11.00
507	11.00
508	11.00
510	11.00
511	11.00
512	11.00
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541	15.00
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548	15.00
549	15.00
550	15.00
551	15.00
552	15.00
553	15.00
554	15.00

Nos. 600-708—ELECTROS  
 1 or 2, 1.50  
 3 or more, 70c each

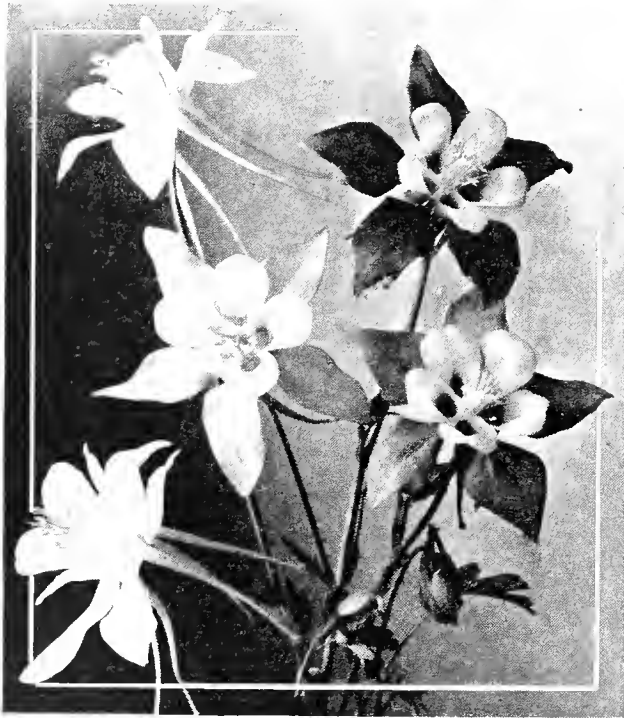
Keep this Supplement with your 1935 Electro Catalog and your 1936 Electro Supplement



*Amaranthus Molten Fire*  
No. 377—ELECTRO \$2.10



*Amaranthus Salicifolius*  
No. 354—ELECTRO \$2.20



*Aquilegia Long Spurred Mixed*  
No. 326—ELECTRO \$2.25



*Arctotis Grandis*  
No. 352—ELECTRO \$2.10



*Aster Wilt Resistant Crego Enchantress*  
No. 368—ELECTRO \$2.20



*Aster Wilt Resistant Giant Comet Illusion*  
No. 335—ELECTRO \$2.25

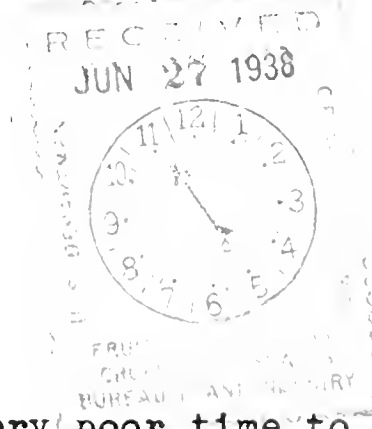


# BODGER SEEDS • Ltd.

WHOLESALE FLOWER SEED GROWERS

EL MONTE  
CALIFORNIA

June 20, 1938



Gentlemen:

We realize this is a very poor time to send you a general letter since you are more than likely just returning from the Convention and no doubt thinking more seriously of your vacation trip than of the remaining business for this season. However, there are a few subjects that we feel should be brought to your attention without further delay.

First, regarding the Horticultural Colour Chart for which we took orders about a year ago. At the time these orders were accepted, we had every confidence that the books would be delivered early last summer. However, we are very sorry to have to advise you that the Royal Horticultural Society still advises that they do not as yet know definitely when copies will be available. They have had considerable difficulty with the printing of these charts and can give no assurance of when delivery will be made. However, just as soon as our shipment is received, (and we hope this will be during early fall of this year) copies will be forwarded to those who have them on order.

We are now working on our 1938-39 Novelty and General Price List and copies of this book should be in your hands during early August. As we have many very attractive novelties coming along in which we feel sure you will be interested, be sure to leave plenty of space for Bodger's introductions when you are planning the novelty pages in your new catalog.

The question has arisen regarding the mounting of electros we supply. We wish to advise at this time that all electros which we send out are unmounted unless you specifically request us to furnish them mounted, in which case there will be a small charge for this service. Since the majority of our customers prefer that these electros be







sent unmounted, we have followed this policy, but will be very glad to have them mounted for you if you so request.

Just a word about crop prospects at this time. As you will recall, we had some very disastrous rains earlier in the season which retarded practically all of our Lompoc plantings and caused serious damage to some. As a consequence, we are anticipating shortages in a great many items and no great surpluses on anything.

Lastly, we wish to extend to you a very cordial invitation to visit our plantings at Lompoc and at El Monte if you are in California this summer. The Lompoc plantings, somewhat later than normal, are just now reaching their height of bloom. Sweet Peas, Larkspurs, Calendulas, etc. are in good shape at this time and will be followed very shortly by many other summer blooming annuals. Our Zinnia acreage at El Monte we expect will be at its best during the month of August.

We shall be very happy to welcome you both at Lompoc and El Monte at any time.

Yours very truly,

*Elizabeth M. Bodger*  
Hybridist.

EMB:P



# BODGER SEEDS • Ltd.

WHOLESALE FLOWER SEED GROWERS

EL MONTE  
CALIFORNIA

September 25, 1937

Dear Sir:

We have just put in the mails copies of the 1937 Supplement to our Electro Catalog. If your copy has not reached you, drop us a line and we will forward you one at once. This 1937 Supplement includes all electros and nickeltypes which we have added to our collection since the issuance of our 1936 Supplement. Just a word to remind you to keep all issues of these Electro Catalogs, as we do not include old cuts in new issues.

About two weeks ago we mailed you a copy of our 1937-1938 Novelty and General Trade List for this season. We trust that you have had an opportunity to look it over rather carefully by now. There are a few items in this list that I would like to call your special attention to at this time.

Cuphea Firefly, on page 9, is an outstanding new annual border or edging plant which flowers readily in from 12 to 14 weeks from seed and blooms freely throughout the summer season. Be very sure you do not overlook this fine variety when preparing the novelty section of your 1938 catalog.

We cannot too highly recommend the Dwarf Cup Flower, *Nierembergia Hippomanica*. This is one of those rare blue flowering plants which thrives in extreme heat, likes full sun, and requires no special care. Neat and compact in habit, it flowers in about 15 weeks after the seed is sown and blooms continuously throughout the summer until the heavy frosts of autumn. It is indeed among the finest new flower introductions. See page 27 for a colored illustration and full description.

*Puya Alpestris* (Green Irish Yucca) listed on page 15, is of very timely interest this season since it was granted an Award of Merit by the Royal Horticultural Society last spring and appeared in a full page colored illustration in the August 14 issue of the Illustrated London News. We suggest that our British customers refer to this publication for an accurate color reproduction of this interesting new plant subject. While it is not a plant of which seed will be used for general distribution,





it will be welcomed by the better plant fanciers. All who have seen it are greatly impressed by its unusual green coloring and many would derive pleasure from growing it. We have seed available of the green Puya Alpestris, and of the blue form, Puya Alpestris Coerulea. (Note: May we call your attention to the fact that this is not a Yucca. The common name Green Irish Yucca is applied to it since the flower spikes somewhat resemble the well known Yucca.)

I know you will be interested in the new Morning Glory Scarlett O'Hara. This is really an Ipomea, a true annual which does not reseed or become a pest. It flowers readily from seed in about 2 months, producing quantities of brilliant crimson flowers which remain open throughout the entire day. This is a remarkable characteristic, and one which I know will add greatly to Scarlett O'Hara's popularity. As seed supplies are limited, you will be wise to place your order at once. See page 14.

On the subject of Ipomeas, I should like to say just a few words about Ipomea Clarke's Earliest Heavenly Blue Morning Glory. While in the warmer climates the flowers of this variety ordinarily close by noon or by early afternoon, in such cool sections as Lompoc they remain open during the entire day. When the flowers close they do not open again the next day, but have finished their blooming, and a fresh supply takes their place the next morning. See page 40 for fuller description of Clarke's Earliest Heavenly Blue Morning Glory.

On page 16, you will find listed Marigold California Double Golden Dawn and Moonbeam. These two Marigolds, although we do not illustrate them with a picture, should not be overlooked. They very closely resemble the Guinea Gold or Carnation Flowered type, that is, the flowers are medium-sized and of loose formation, and the plants are extremely free blooming. These two varieties are very early flowering, and produce a mass of color which lasts for several weeks. Visitors to our ranches were very much impressed, both with Golden Dawn and Moonbeam and I know you will be well repaid if you list them in your 1938 catalog.

Petunia enthusiasts have a very grand treat in store for them when they grow some of our new Giants of California Supreme Florist Strain. Visiting seedsmen who have inspected our planting of this variety have been extravagant in their praise of this fine new florist strain. The flowers are five to six inches in diameter, with broad shallow throats in a color range covering the vibrant rose and pink shades. See page 8 for illustration and full description of this variety.

Your florist customers will be particularly interested in our new florist strain of our well known Calendula Campfire, or as the florists know it better, Sensation. It is described and illustrated on page 24.

Two new Cosmos Sensation varieties, Pinkie, rose pink and Purity, pure white, are of equal interest to cut flower growers and amateurs. Our new Wilt Resistant Light Blue Giants of California Aster is also of interest to cut flower growers and amateurs. Fully resistant, with large well formed flowers on good heavy stems, this is a welcome addi-





tion to the fast growing list of resistant Asters. See pages 10 and 11 for descriptions of the Cosmos and Aster.

Marigold Gigantea Sunset Giants, our leading introduction for last season, has more than fulfilled expectations for it this year. We have received dozens of letters from customers commenting on the extreme beauty, unusual size and delightful fragrance of this variety. Seed furnished last season was a great improvement over the previous years' supplies, and after thoroughly checking our fields, which are now in full flower, it is safe to state that seed supplied this year will be an even greater improvement over last years' supplies. You cannot afford to be without this outstanding Marigold, which is illustrated and fully described on page 18.

Three Gems for the garden: Nasturtium Dwarf Double Orange Gem, Scarlet Gem and Salmon Gem, new colors in the Dwarf Gem type of sweet scented, double Nasturtiums which we are introducing this year after having withheld them from introduction during the past few seasons in order to present them as worthy running mates to Golden Globe and the Gem Mixture. See page 16 for more about these Gems.

Zinnias are always among your best sellers. For fine new varieties, refer to pages 19, 20 and 21 in our list for descriptions and illustrations of the very popular Linearis, Fantasy Star Dust and Lilliput Pastel Mixture. These three have all proved very popular during the past year and will hold the stage for many seasons to come. They are leading novelties with the amateur, as well as the cut flower grower. Of particular interest to the florist cut flower grower is the Gaillardia Flowered or Navajo Zinnia which is illustrated on page 29.

Flower growers continue to write us in praise of our new Larkspur Giant Imperial White King. It is a very fine glistening white in the true upright type. Illustration and full description will be found on page 25.

On page 32 you will see illustrated and described Primula Chinensis Double Dazzler. This is an outstanding introduction from an English firm which we are undertaking to distribute among our American customers. For those interested in furnishing the pot plant grower trade, this new Double Dazzler will be a decided acquisition.

During the past season or two, I have mentioned Nudicaule or Iceland Poppies several times. I feel convinced that they are unquestionably among the leaders in flowers at this time. The Emperor is without any doubt the outstanding orange variety, while our new Imperial Jewels Mixture is so far ahead of any other Nudicaule Poppy Mixture available that comparison is hardly possible. Every imaginable shade and tone of color from deep orange through yellow, creamy white, pure white and all shades of pink and rose are included in this excellent large flowered strain. See pages 41 and 13 for full descriptions and illustrations of these two fine varieties.

We thought enough of the new bedding plant, Cheiranthus Allioni Golden Bedder to illustrate it in color in our list. Look at page 31 for



this illustration and a description.

If I were asked to state my personal preference for a long lasting, easy to grow, attractive cut flower, I would without hesitation name Rudbeckia Hirta Hybrids. Until you have seen these flowers in bloom, you can have no idea of their beauty and until you have used them in a bouquet yourself, you will find it hard to believe that they can be as long lasting as I assure you they are. Page 43 will tell you more about them.

Please turn at this time to page 120 and note a correction in your copy of our list. Through some inadvertence, we neglected to include Scabiosa Large Flowered Tall Double Rosette. This is illustrated, as you will note, but somehow was not included with the list of other varieties. It is No. 6276 and is priced at 90¢ per ounce and \$10.00 per pound. The color is a delightful shade of deep rose suffused with salmon. Incidentally, well worth featuring.

Those interested in handling seeds of new and unusual plants will be interested in one or two offerings listed herewith, but not included in our regular price list. We are able to offer limited quantities of the following at fifty cents per packet:

DYKIA ALTISSIMA, yellow flowers borne in a branched panicle, with spiny leaves.

DYKIA RARIFLORA, yellow flowers in a spike.

DYKIA SULPHUREA, yellow flowers in a spike.

These are all natives of Brazil and are bromeliads similar to Puya and the pineapple.

PUYA SPATHACEA, a dull blue flowered Puya, with 2' flowering panicles, somewhat similar to Puya Alpestris. It is a native of the Argentine.

STREPTANTHERA CUPREA, a very attractive bulbous plant, which grows easily from seed.

DIANTHUS NEGLECTUS, rare and charming hardy rock plant, known as the Glacier Pink.

DIANTHUS KNAPPI, very rare yellow flowered Dianthus, 2' tall.

Do not fail to include in your catalog this year as many novelties as you can possibly work in. They are your logical sales leaders, bring you new customers and hold the older ones. The novelties I have mentioned in this letter will all be welcomed by your customers and we urge you to include them all in your 1938 listing.

With all good wishes for a successful and profitable 1938 season.

Yours very truly,  
*Elizabeth M. Bodger*  
Hybridist



62.09

File no. 57-207



# Rodger Seeds, Ltd.

Department of Agriculture  
U. S. DEPARTMENT OF AGRICULTURE

WHOLESALE ONLY

FLOWER SEED  
GROWERS

EL MONTE, Los Angeles County  
CALIFORNIA, U. S. A.

April 13th,  
1937



Gentlemen:

We know you are very busy at this season when your retail store sales are heaviest and will take up only a few moments of your time with this letter.

Our sales manager Mr. Horrell has just returned from a short trip through the eastern states and reports a very greatly improved condition throughout the trade and a very optimistic outlook for the future. There is a general awakening of garden consciousness and a very healthy demand for seeds. We sincerely hope that you are getting your share of this spring business and that you are well prepared with adequate seed supplies. If your stocks are getting low, send us an air mail order tonight for fill-ins. We have just received an air mail special delivery order which was mailed in upstate New York at 1:30 in the afternoon of one day and reached us at 10:30 o'clock the next morning. The seeds ordered were on their way to the customer at 12:00 o'clock. This will give you an idea of the saving in time which can be had through use of air mail.



Even though you are very busy, we feel that it would be well worth your time to take a few







moments out to write up your requirements for seeds from the 1937 harvest. Contract orders insure you of full and early deliveries on all lines, whereas if you wait until the season is well under way, you are more than likely to be disappointed in several items, especially the novelty subjects.

We are very grateful for the large number of orders which you have sent us throughout this season and for the assurance these orders give us that you are not looking for bargain seeds at bargain prices, but for the very finest high quality seeds obtainable, produced by a firm which takes pride in supplying the very finest.

If you have any suggestions as to how we could help you in our publicity next season, we shall be glad to have them. We are grateful for suggestions we have received for our guidance in planning this season's publicity program and are always glad to have your ideas as to ways in which we can better serve you.

With all good wishes for your best season since 1929, we are

Yours very truly,

BODGER SEEDS, LTD.

*Elizabeth M. Bodger*  
Hybridist.

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# Bodger Seeds, Ltd.

WHOLESALE ONLY

FLOWER SEED  
GROWERS

EL MONTE, Los Angeles County  
CALIFORNIA. U. S. A.

March 5th, 1937.

## TO YOU - AN INVITATION



We, at Bodger's, are inviting you to join us in a crusade to make our country a better place in which to live. We feel that those of us who are engaged in the business of producing and selling flower seeds have an especially fine opportunity to encourage the home owners of the land to improve and beautify their surroundings. Flowers are the very language of optimism and good cheer. We have gone through a long siege of depression of the mind and spirit, but it is now time to look on the sunny side.



We are wholesalers and do not and cannot reach the retail buyer direct. We are, however, endeavoring to provide you, the distributor, with sales aids to help you in your campaign to sell more seeds for more gardens for a better place in which to live. All we ask is your cooperation in using the material provided and in equalling our effort and investment to bring home to the retail buyer the thought of home improvement.

Our publicity department has prepared and provided you with attractive hangers, featuring various novelty flowers, and we are asking at this time that you make proper use of these hangers. If your copies have been mislaid, or have become shop-worn, write us for second copies and they will be sent promptly. Now that your spring sales are just opening up, this type of publicity is essential.





Hangers which we can supply at this time are: Marigold Gigantea Sunset Giants, the extremely large flowered, sweet scented new Marigold, introduced this fall for the first time; Rust Proof Snapdragons, an unusually attractive grouping of these disease free flowers; the Dwarf Gem Nasturtiums, and the taller growing Gleam Nasturtiums.

Be sure that your clerks have ready for handy reference your copies of our Zinnia and Aster Bulletins. These Bulletins will answer practically any question the buyer will ask regarding these two popular flowers.

If you circularize your better trade, why not use some of our attractive post cards. We have these available at the nominal cost of \$1.20 per hundred, representing popular flower subjects, such as: Marigold Gigantea Sunset Giants, Zinnia Fantasy, Aster El Monte, etc.

Our most recent sales aid, however, and one which we feel will do you the greatest good and attract the most attention from your potential customers, is the series of transparencies which we now have for all flower subjects, ready for immediate delivery. These transparencies are described fully in a separate letter enclosed herewith. Give them a trial. We assure you that you will not go wrong with them.

Of course you must have quality seeds to back up your publicity. You have just received your copy of our 1937 Contract List and we urge you to look through it again carefully and send us your order for seeds from the 1937 harvest so you will be sure of receiving your order complete next fall or spring. We do our very best to anticipate the probable demand for all varieties, but without a good proportion of contract orders on file in our office, it is almost impossible to allow for adequate supplies of every item so nobody will be disappointed when his order is sent in later for spot delivery. Contract buying protects you against shortages and helps us immeasurably in planning our acreage.

Our records for the past several years give us a good background on which to base our planting, but there is a rising demand for flower seeds, which we take into consideration, but which we cannot anticipate accurately. You, yourself, have an idea of just what your own increases will be and if you could let us know at this time it will be greatly appreciated.

Please note that our 1937 Contract List does not quote items for immediate delivery. There are many new flower varieties listed in this contract list, but we are unable to supply seeds of these novelties at the present time. For your immediate demand, refer to our 1936 contract and general trade list which is still in effect until after the 1937 harvest. If your copy has been mislaid, we will gladly send another.

We will have many fine Bodger novelties ready for introduction

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this fall, but these will not be presented to you until the issuance of our novelty list in August. Watch for this list at that time.

Due to heavy demands and in some cases crop shortages, we are completely sold out on a good many subjects and are very short on several others. Refer to our sold out and short list, enclosed herewith, for such items. On the first page of this short list, you will find a list of specialties of which we still have some seed available. If your supplies have gotten low, or if you have not yet secured seed of these fine, new flower varieties, send us your order at once.

We are happy to report that weather conditions so far this winter have been favorable. We have had more rainfall than in a good many years past and although this has held up our planting considerably, it has added wonderfully to the moisture content of the soil, and we are confident will give us good growing conditions for the spring and summer. Prospects are excellent.

Remember that when you buy Bodger's seeds, you are not dealing in an unknown, untried commodity, but you are putting your confidence in the product of a firm which has a name of world renown. It is our constant endeavor to maintain the high quality of our seeds and uphold the reputation of our name.

We appreciate your past business, and realize that the truth of our slogan, "The sun never sets on Bodger's seeds", is partly due to your continued confidence and patronage. We thank you.

Yours for a very successful flower-and novelty-conscious spring season.

*Elizabeth M. Bodger*  
Hybridist.

E  
M  
B  
:  
C



JOHN BODGER, FOUNDER

JOHN C. BODGER, PRES. & GEN. MGR.

T. M. BODGER, VICE-PRES. & PRODUCTION MGR.

C. W. CREIGHTON, SECY. & AUDITOR

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E. M. BODGER, HYBRIDIST

*Bodger  
Seeds, Ltd.*

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REGISTERED  
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ALL CODES

WHOLESALE ONLY

FLOWER SEED  
GROWERS

U. S. Department of Agriculture

Reprinted from Breeze Hill  
News for January 1937.

EL MONTE, LOS ANGELES COUNTY  
CALIFORNIA, U. S. A.

### ZINNIA LINEARIS

One of the most interesting of the All America Seed Trials at Breeze Hill in 1936 was the little Zinnia Linearis, entered by Bodger Seeds, Ltd.

When John Bodger visited Breeze Hill in the fall, he told us how he found this Zinnia in Australia in the spring of 1934. It seems that the hotel where he stopped in Sydney adjoined the Botanic Gardens, and his room on the thirteenth floor gave him a fine view of the gardens. The first morning there, while taking a pre-breakfast look out the window, his roving gaze was stopped by a solid bed of bright yellow, so unusual that no time was lost in getting to it. Unfortunately, there was very little information to be had, beyond the name, and supposing that it was a native antipodean, he arranged for seed, which in due course arrived in California. The new plant was so good in the Bodger fields in 1935 that a seed supply was worked up for 1937 introduction.

Ironically, the genus Zinnia is wholly American, and, according to Dr. Bailey, Zinnia Linearis is a native of Mexico. Yet, to get into gardens in the United States, but a few miles away from its native source, it had to travel half way around the earth!

At Breeze Hill, plants from seed sown under glass May 8, and transplanted to the garden when conditions were right, were in full bloom the first week in July, and these plants continued to be a mass of gold until late September. They are very un-Zinnia like--if one thinks of the modern Zinnia. Linearis makes little compact mounds, some eight inches tall and probably a foot through, with very narrow foliage. The flowers, with a single row of petals, are one and one-fourth inches in diameter; at first each golden orange petal carried a greenish stripe down the center and a greenish tip, but as the flower developed, the green turned to light yellow, making a pleasing contrast with the orange of the outer portions. The quarter-inch orange center cushion turned dark as the flower developed, adding to the attractiveness of the bloom.

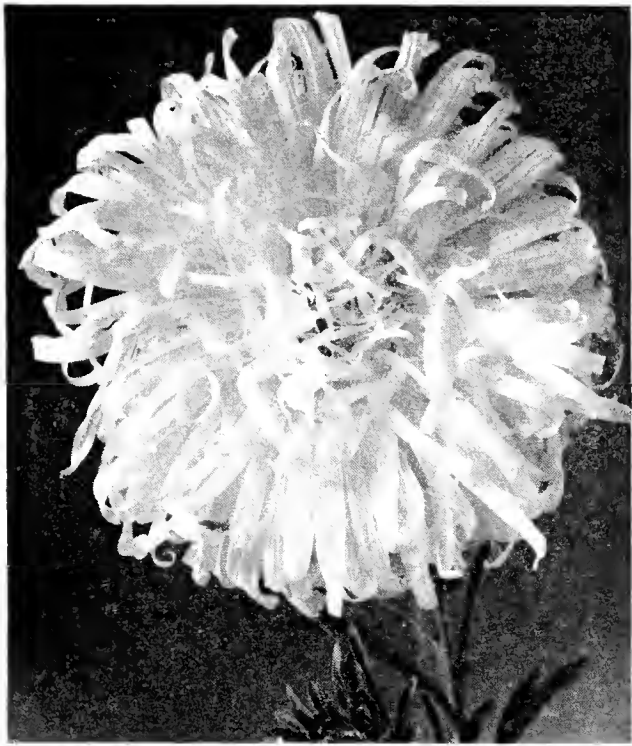
Although we grew it in a solid row, gardeners will find many uses for this fine plant once they see it. It is a real find, and a definite credit to the eagle eye of John Bodger.--R.M.H.

*[Handwritten scribbles]*

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*[Faint, illegible text, possibly bleed-through from the reverse side of the page]*



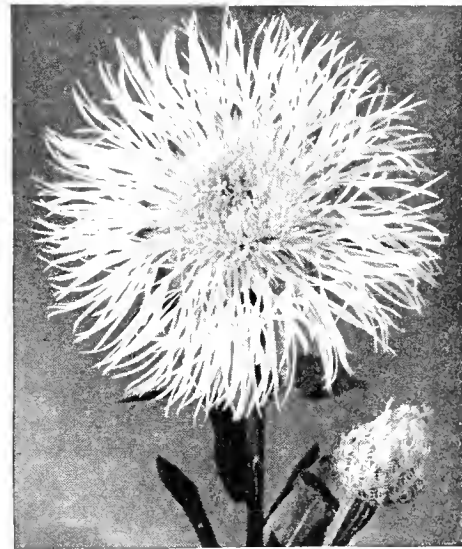
*Aster Wilt Resistant Giants of California Light Blue*  
No. 386—ELECTRO \$2.25



*Carnation Chabaud's Giant Double*  
No. 344—ELECTRO \$2.25



*Balsam Double Bush Flowered Torch*  
No. 348—ELECTRO \$2.10



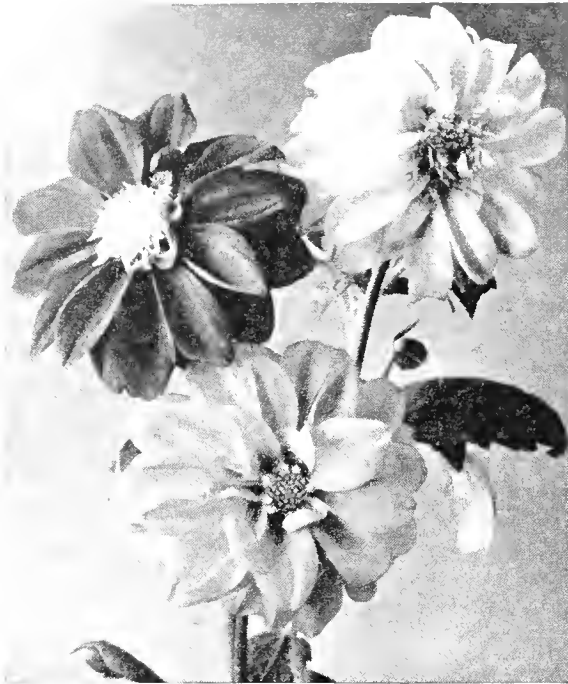
*Centaurea Americana*  
No. 346—ELECTRO \$2.00



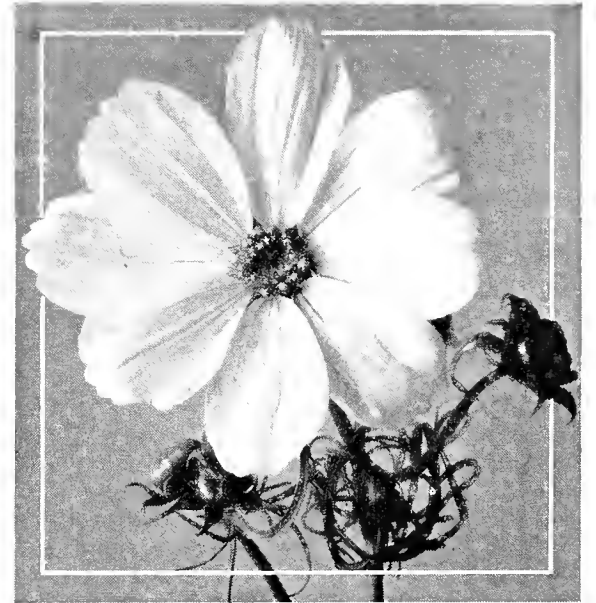
*Campanula Annual*  
No. 336—ELECTRO \$2.25



*Cheiranthus Golden Bedder*  
No. 350—ELECTRO \$2.20



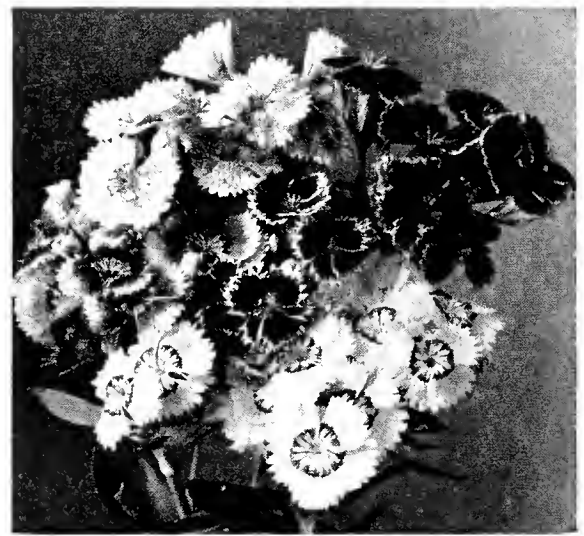
*Dahlia Uncin's Dwarf Hybrids*  
No. 323—ELECTRO \$2.20



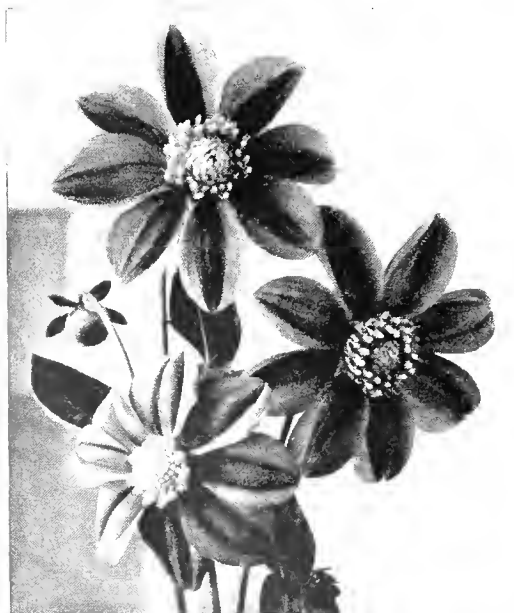
*Cosmos Sensation Pinkie*  
No. 329—ELECTRO \$2.10



*Cleome Rose Queen*  
No. 364—ELECTRO \$2.10



*Dianthus Sweet Wivelsfield*  
No. 369—ELECTRO \$2.10



*Dahlia Coltness Hybrids*  
No. 338—ELECTRO \$2.10

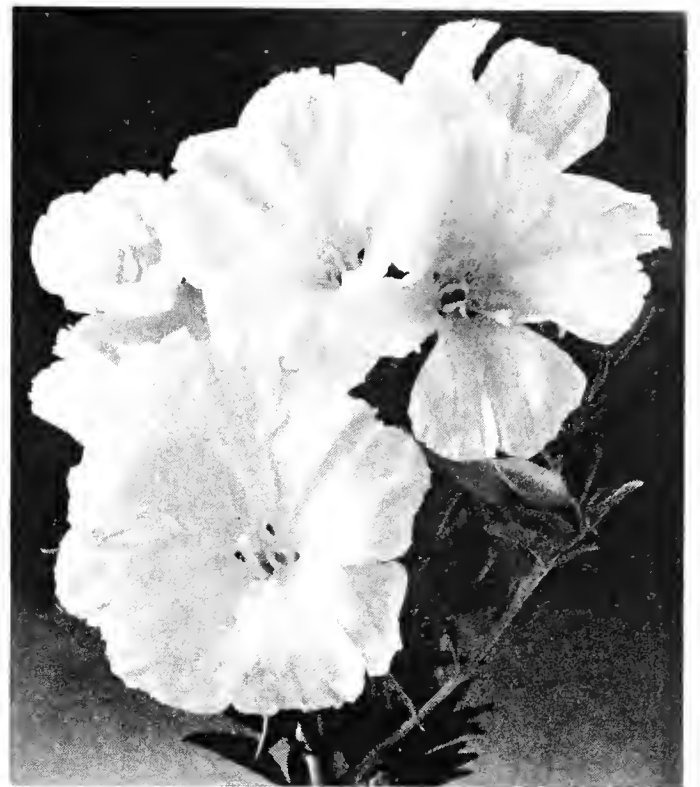


*Cuphea Firefly*  
No. 349—ELECTRO \$2.25

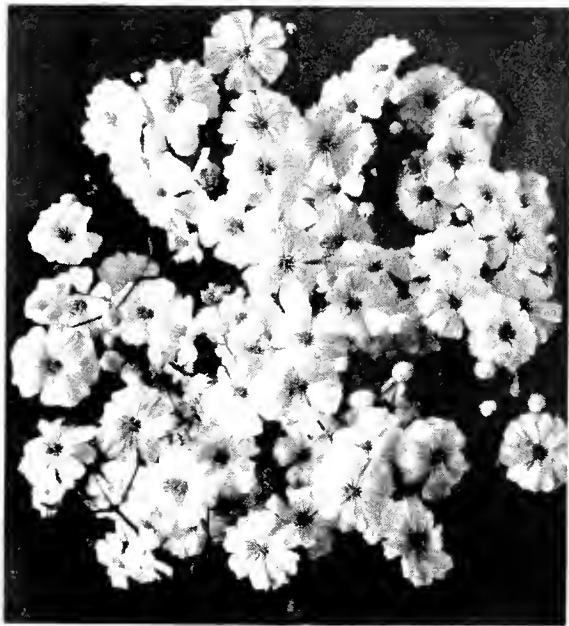




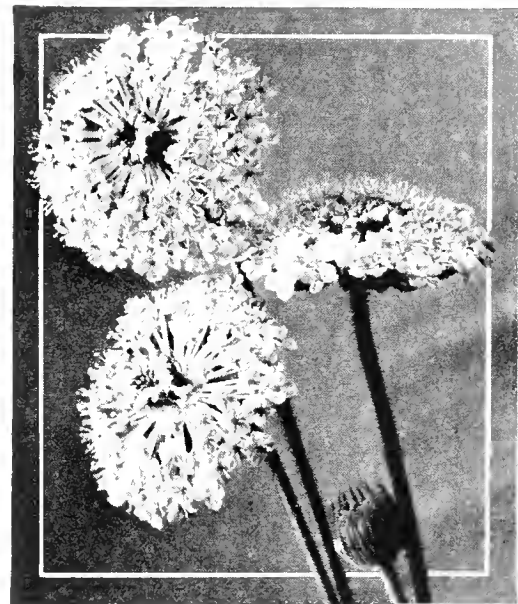
*Dimorphotheca Aurantiaca*  
No. 392—ELECTRO \$2.20



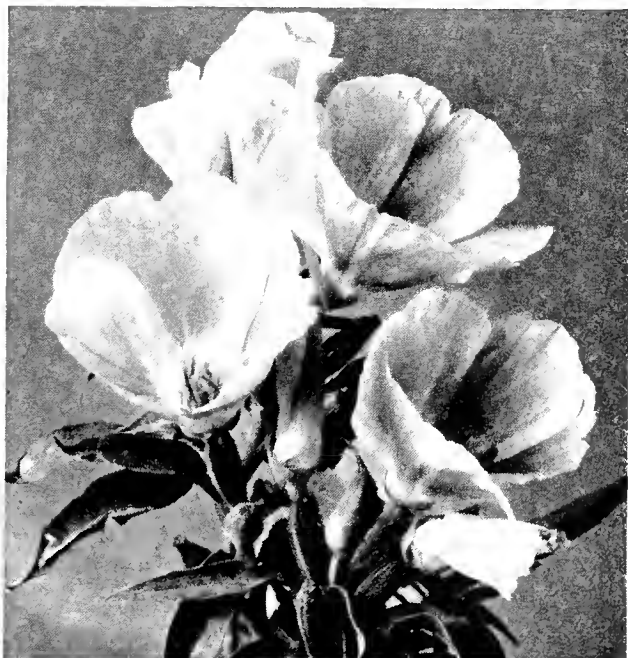
*Godetia Upright Single Purity*  
No. 393—ELECTRO \$2.45



*Gypsophila Loudon Market Improved*  
No. 394—ELECTRO \$2.10



*Didiscus Coeruleus*  
No. 332—ELECTRO \$2.10



*Godetia Upright Single Kelvedon Glory*  
No. 337—ELECTRO \$2.25



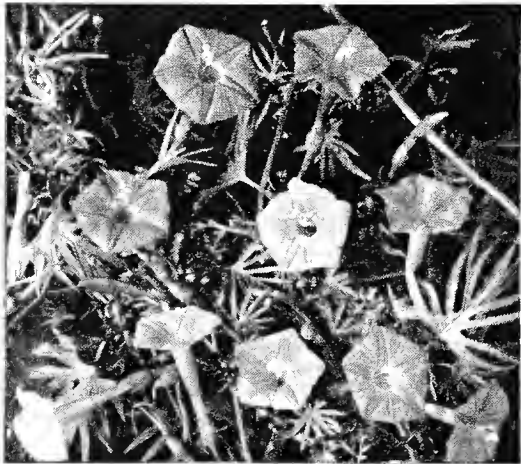
*Euphorbia Heterophylla*  
No. 367—ELECTRO \$2.10



*Helichrysum Monstrosum Finest Mixed*  
No. 331—ELECTRO \$2.20



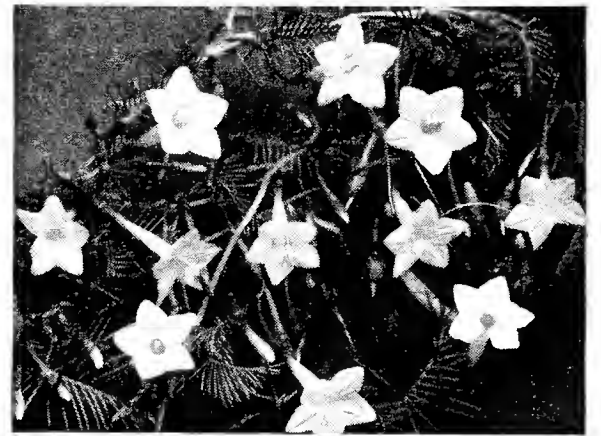
*Ipomea Scarlett O'Hara*  
No. 398—ELECTRO \$2.25



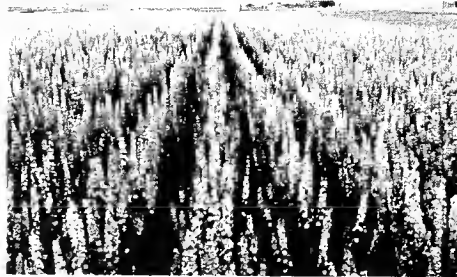
*Ipomea Quamoelit Hybrid*  
*Cardinal Climber*  
No. 376—ELECTRO \$2.00



*Ipomea Scarlett O'Hara*  
No. 395—ELECTRO \$1.70



*Ipomea Quamoelit Cypress Vine*  
No. 383—ELECTRO \$2.00



*Field of Larkspur Giant Imperial*  
*Blue Bell*  
No. 400—ELECTRO \$1.65

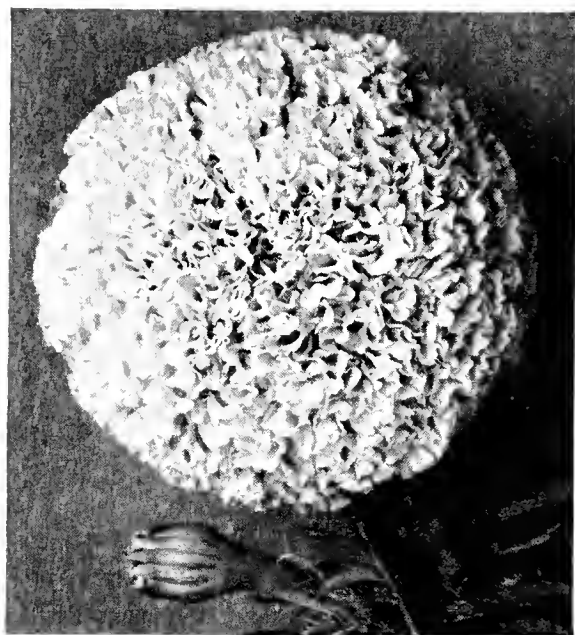


*Lavatera Loveliness Splendens*  
No. 385—ELECTRO \$2.10

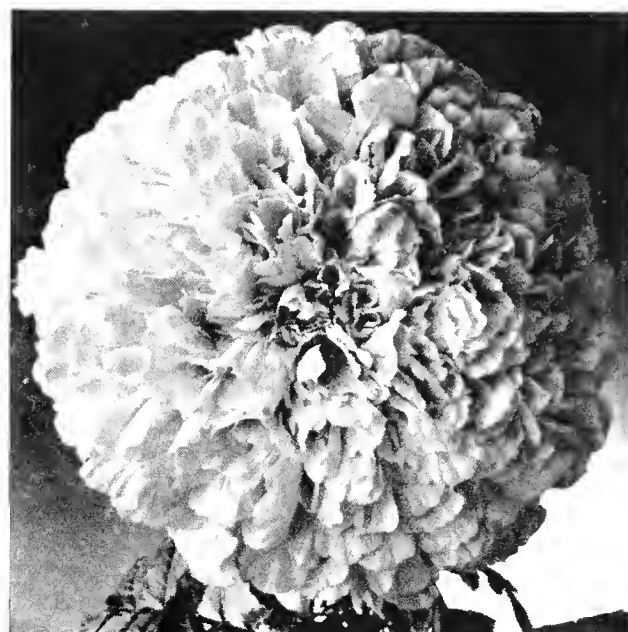


*Leptosyue Maritima*  
No. 342—ELECTRO \$2.10

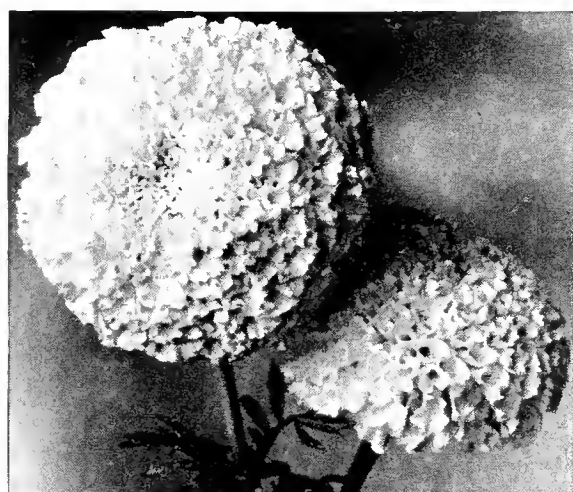




*Marigold Tall Double Fistulosa  
Prince of Orange*  
No. 378—ELECTRO \$2.10



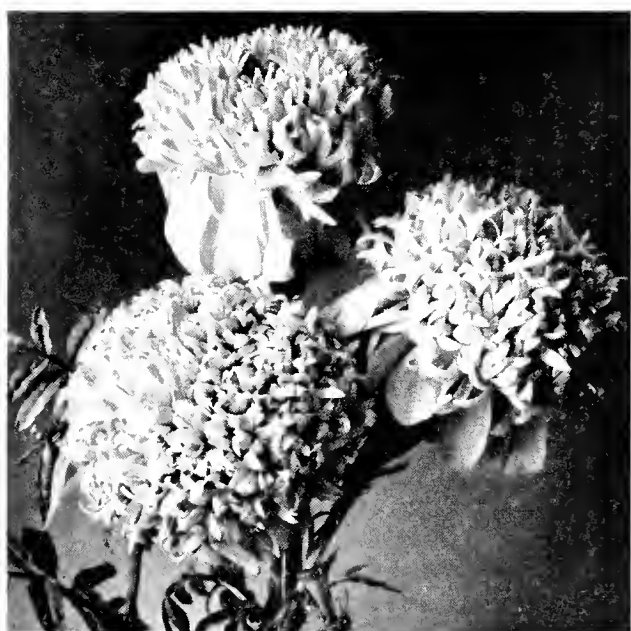
*Marigold Gigantea Sunset Giants*  
No. 327—ELECTRO \$2.25



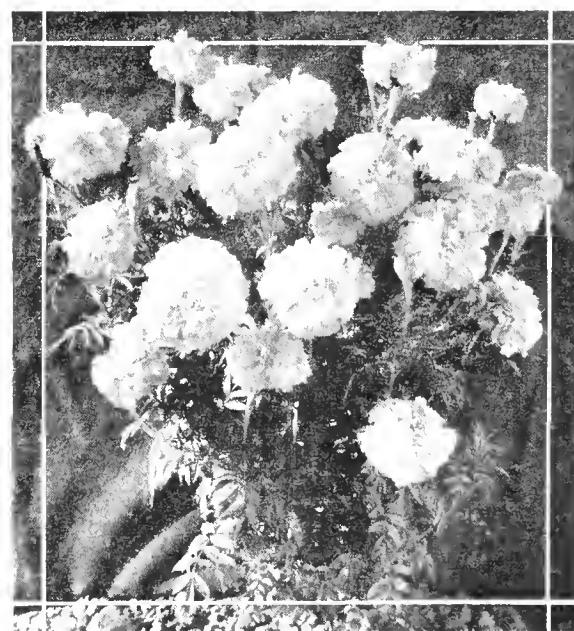
*Marigold Tall Double Fistulosa  
All Double Orange*  
No. 357—ELECTRO \$2.45



*Plant of Marigold African Dwarf  
Double Imbricata*  
No. 387—ELECTRO \$1.90



*Marigold Crown of Gold*  
No. 362—ELECTRO \$2.20



*Plant of Marigold Guinea Gold*  
No. 341—ELECTRO \$2.20



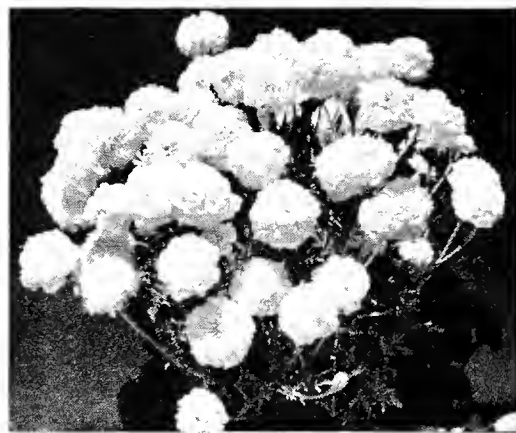
*Marigold Lieb's Winter Floercing*  
No. 351—ELECTRO \$2.10



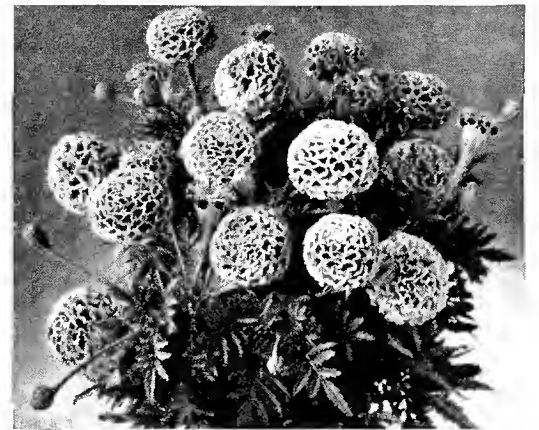
*Marigold French Tall Single Josephine*  
No. 358—ELECTRO \$2.00



*Marigold French Dwarf Single Legion of Honor*  
No. 359—ELECTRO \$2.10



*Plant of Marigold French Dwarf Double*  
No. 373—ELECTRO \$2.00



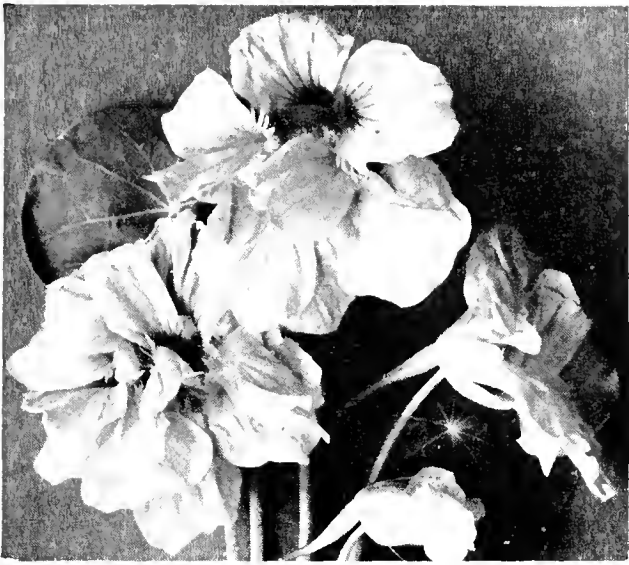
*Plant of Marigold Dwarf French Double Monarch Strain*  
No. 347—ELECTRO \$2.00



*Marigold French Dwarf Double Robert Beist*  
No. 381—ELECTRO \$2.10



*Marigold French Dwarf Double Golden Yellow*  
No. 325—ELECTRO \$2.50



*Nasturtium Double Gleam*  
No. 384—ELECTRO \$2.10



*Plant of Marigold Tagetes Signata  
Pumila Gnome*  
No. 372—ELECTRO \$2.00



*Nierembergia Hippomanica*  
No. 355—ELECTRO \$2.00



*Plant of Marigold Tagetes Lucida*  
No. 389—ELECTRO \$2.00



*Nasturtium Dwarf Double Gem*  
No. 365—ELECTRO \$2.10



*Mimosa Lobata*  
No. 391—ELECTRO \$2.20





*Aquilegia Longissima*  
No. 549—NICKELTYPES \$15.00



*Cosmos Sensation Pinkie*  
No. 536—NICKELTYPES \$15.00



*Cheiranthus Allioni Golden Bedder*  
No. 543—NICKELTYPES \$15.00



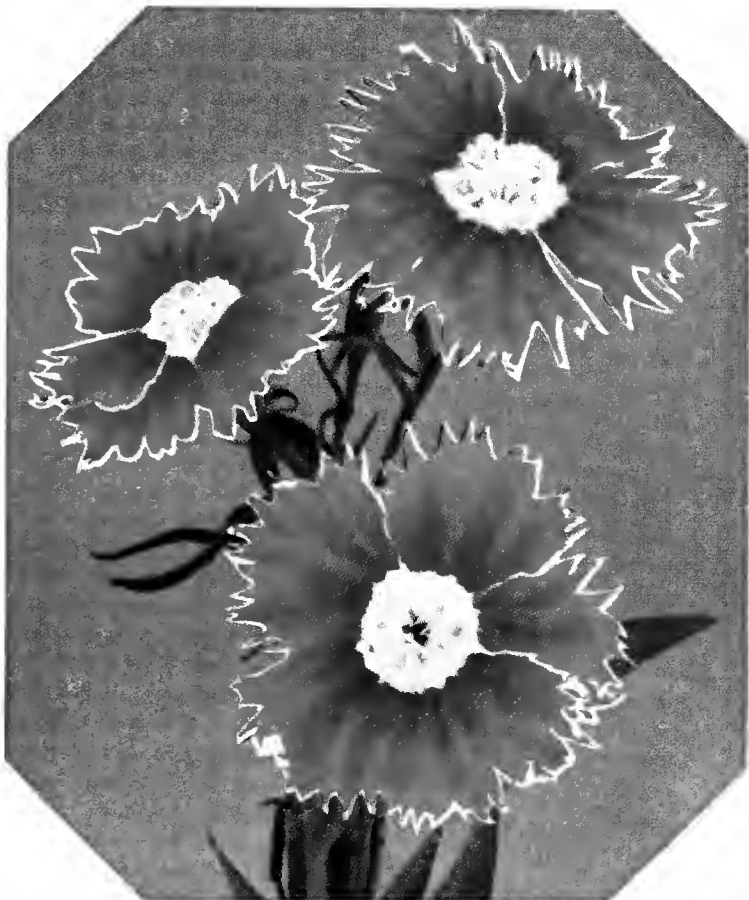
*Coreopsis Double Sunburst*  
No. 550—NICKELTYPES \$15.00



*Cuphea Firefly*  
No. 535—NICKELTYPES \$15.00



*Calendula Double Orange Sunshine*  
No. 547—NICKELTYPES \$15.00



*Dianthus Laciniatus Splendens*  
No. 546—NICKELTYPES \$15.00



*Hollyhock Bodger's Annual Double Scarlet Beauty*  
No. 534—NICKELTYPES \$15.00



*Ipomea Clarke's Earliest Heavenly Blue Morning Glory*  
No. 548—NICKELTYPES \$15.00



*Nierembergia Hippomanica*  
No. 551—NICKELTYPES \$15.00



*Marigold Crown of Gold*  
No. 545—NICKELTYPES \$15.00



*Marigold Dwarf French Double Harmony*  
No. 544—NICKELTYPES \$15.00





*Petunia Giants of California Bodger's Supreme  
Florist Strain*  
No. 553—NICKELTYPES \$15.00



*Petunia Burgundy*  
No. 542—NICKELTYPES \$15.00



*Primula Chinensis Double Dazzler*  
No. 554—NICKELTYPES \$15.00



*Tithonia Speciosa Grandiflora Fireball*  
No. 533—NICKELTYPES \$15.00



*Zinnia Gaillardia Flowered Finest Mixed (Navajo)*  
No. 540—NICKELTYPES \$15.00



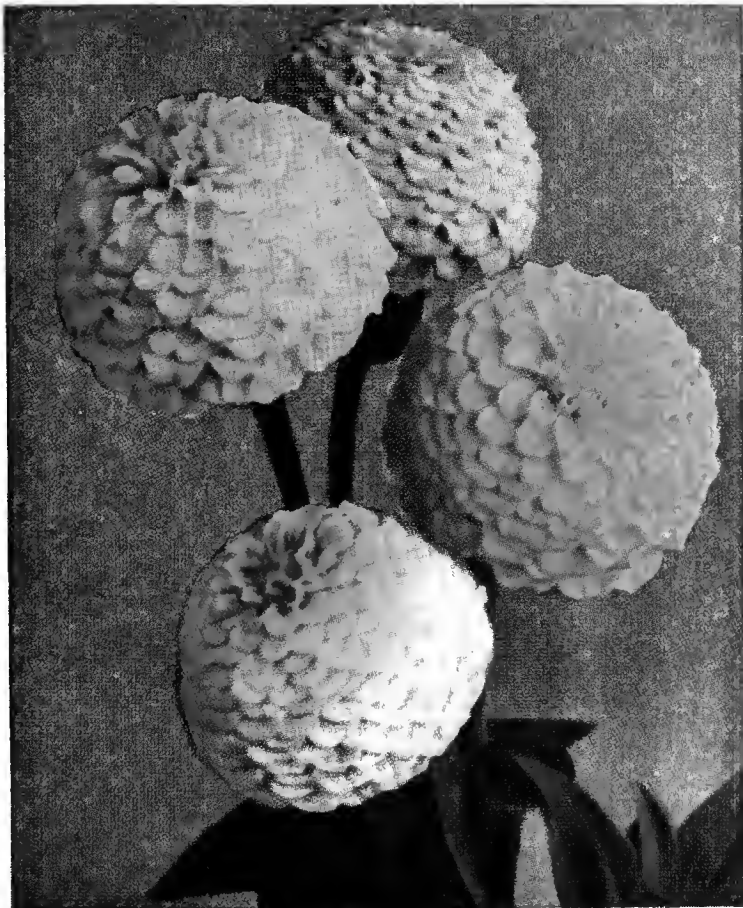
*Verbena Hybrida Grandiflora Crimson Glow*  
No. 552—NICKELTYPES \$15.00



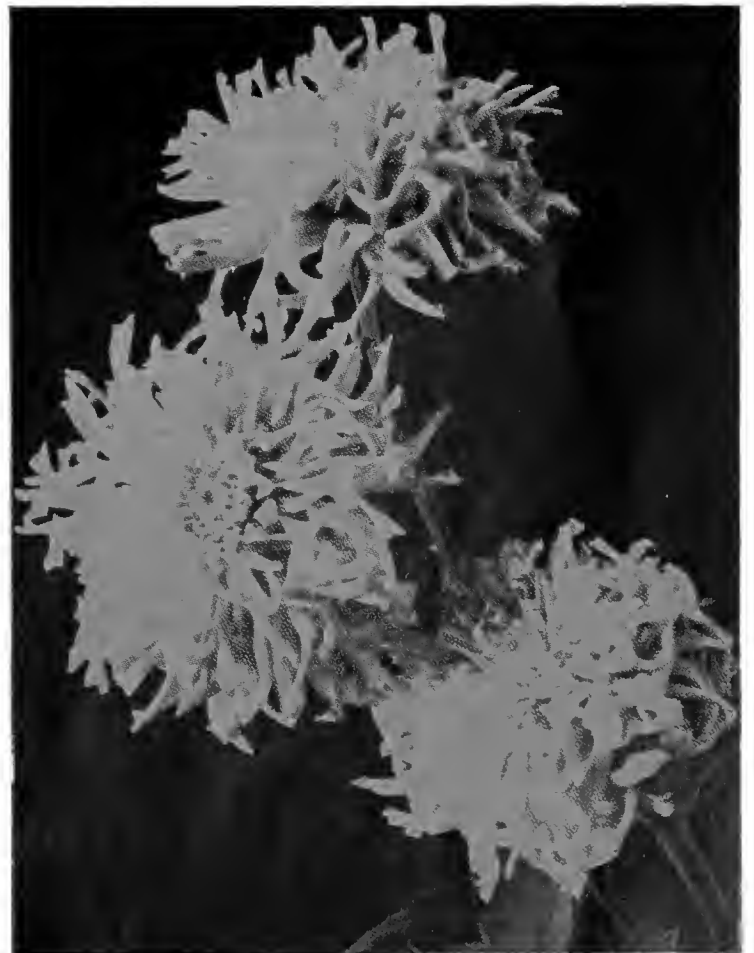
*Zinnia Pumila Dwarf Double Spun Gold*  
No. 541—NICKELTYPES \$15.00



*Zinnia Linearis*  
No. 537—NICKELTYPES \$15.00



*Zinnia Lilliput Pastel Mixture*  
No. 539—NICKELTYPES \$15.00



*Zinnia Fantasy Star Dust*  
No. 538—NICKELTYPES \$15.00

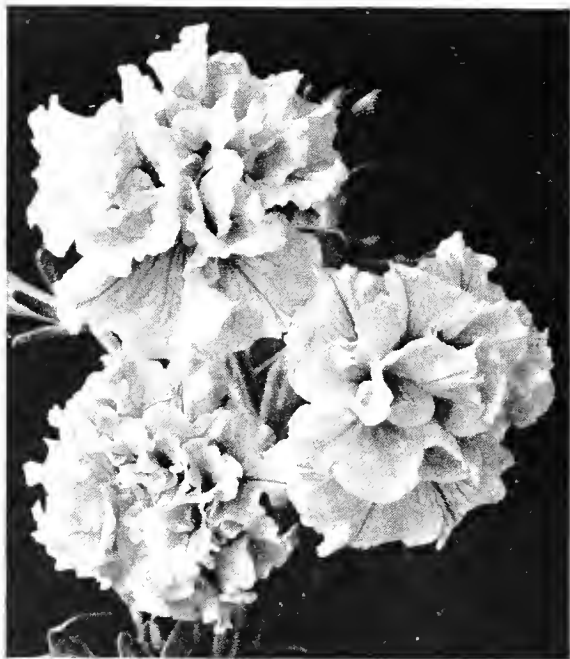




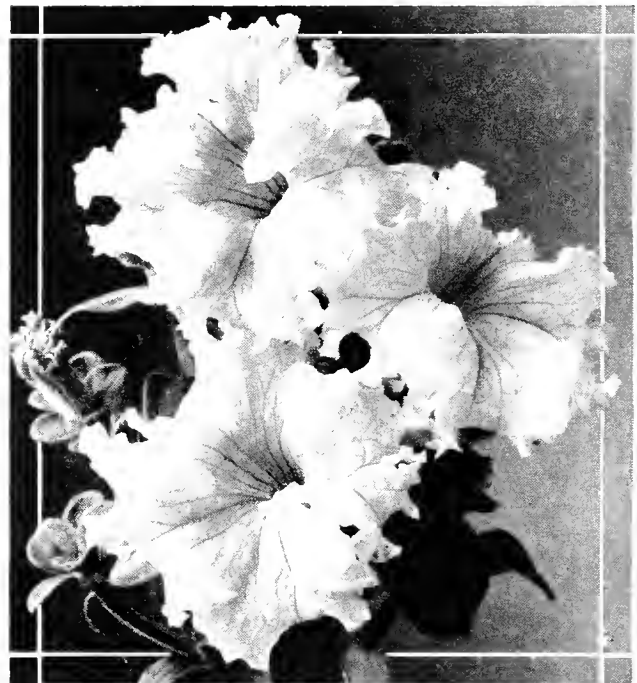
*Pansy Roggli's Giant*  
No. 380—ELECTRO \$2.20



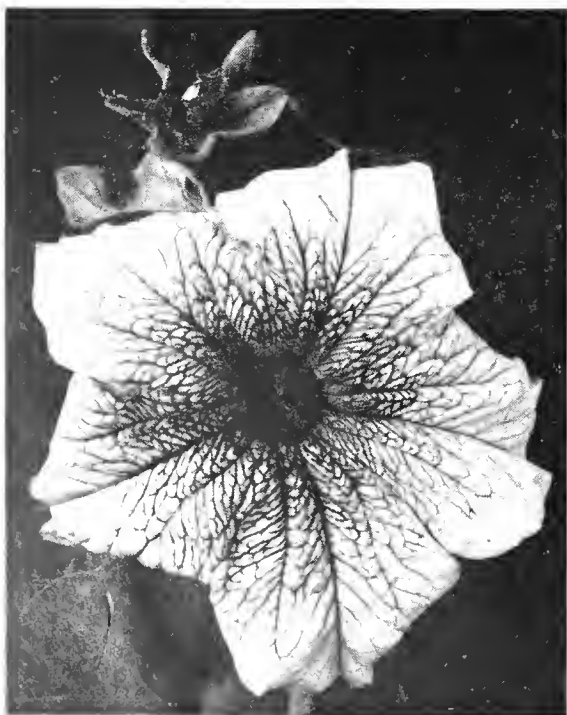
*Petunia Giants of California Bodger's Supreme Florist Strain*  
No. 356—ELECTRO \$2.45



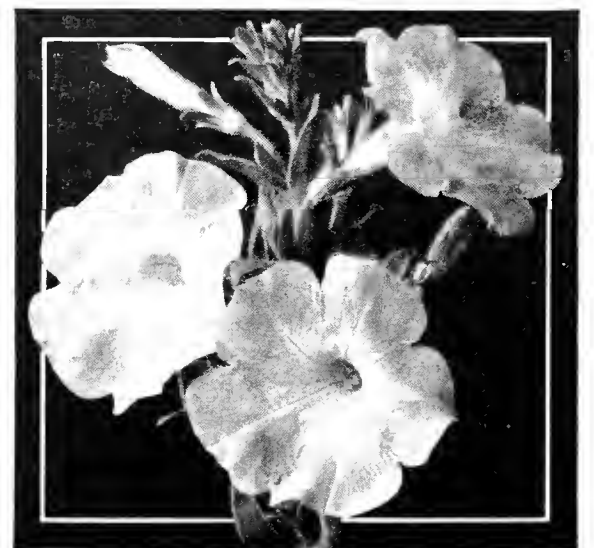
*Petunia Large Flowered Plain Double*  
No. 370—ELECTRO \$2.20



*Petunia Dainty Lady*  
No. 360—ELECTRO \$2.25



*Petunia Grandiflora Plain Edged Steel Blue*  
No. 371—ELECTRO \$2.25



*Petunia Rosy Morn*  
No. 330—ELECTRO \$2.10



*Petunia White Cloud*  
No. 333—ELECTRO \$2.20



*Petunia Burgundy*  
No. 328—ELECTRO \$2.25



*Poppy Nudicaule Gartref Strain*  
No. 143—ELECTRO \$2.60



*Poppy Nudicaule Imperial Jewels Mixture*  
No. 397—ELECTRO \$2.60



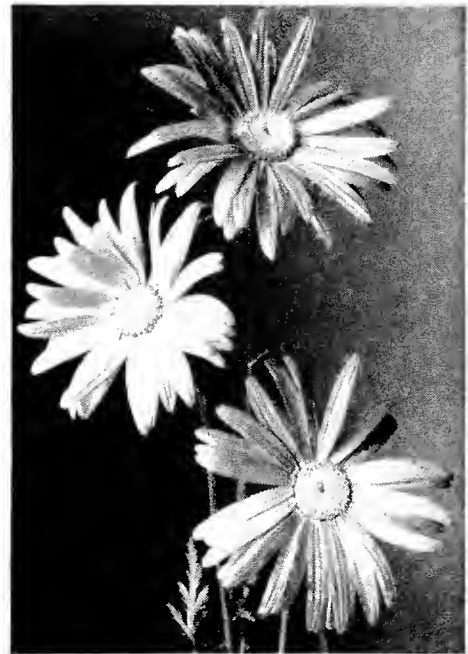
*Puya Alpestris*  
No. 399—ELECTRO \$2.60



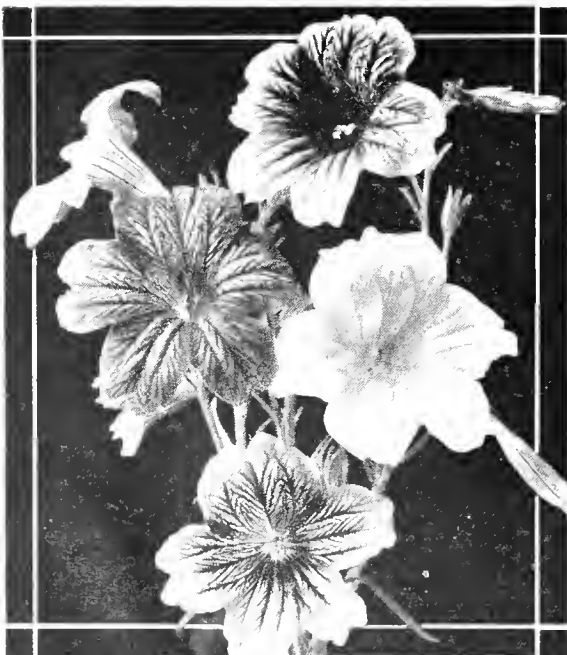
*Schizanthus Grandiflora Dr. Badger's Improved  
Giant Flowered Hybrids*  
No. 340—ELECTRO \$2.25



*Queen Anne's Lace Flower*  
No. 388—ELECTRO \$1.90



*Pyrethrum Roseum Single*  
No. 363—ELECTRO \$2.10



*Salpiglossis Finest Mixed*  
No. 343—ELECTRO \$2.20



*Scabiosa Rosette*  
No. 334—ELECTRO \$2.10

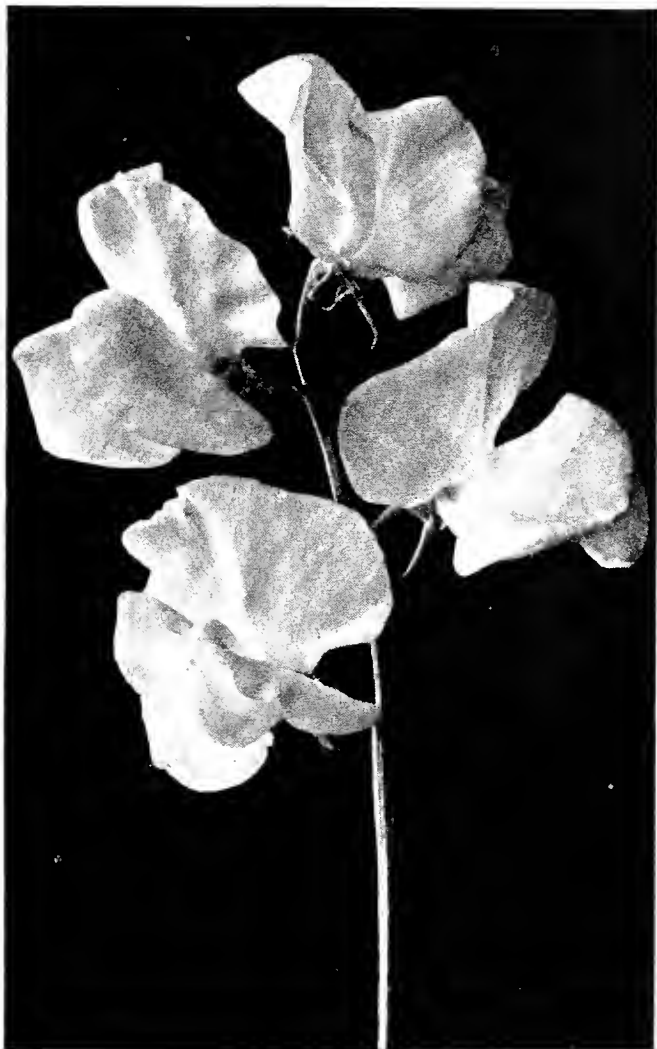




*Tithonia Speciosa Grandiflora Fireball*  
No. 345—ELECTRO \$2.45



*Squash Triamble*  
No. 396—ELECTRO \$2.20



*Sweet Pea Early Spencer Josie*  
No. 321—ELECTRO \$2.60



*Plant of Stock Dwarf Ten Week*  
No. 339—ELECTRO \$2.10



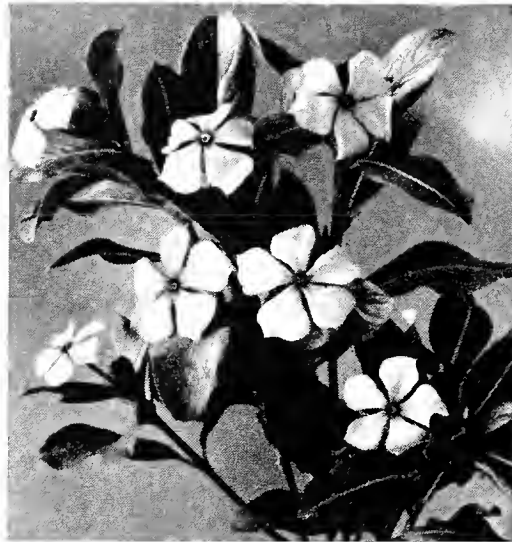
*Sweet William Double Finest Mixed*  
No. 366—ELECTRO \$2.10



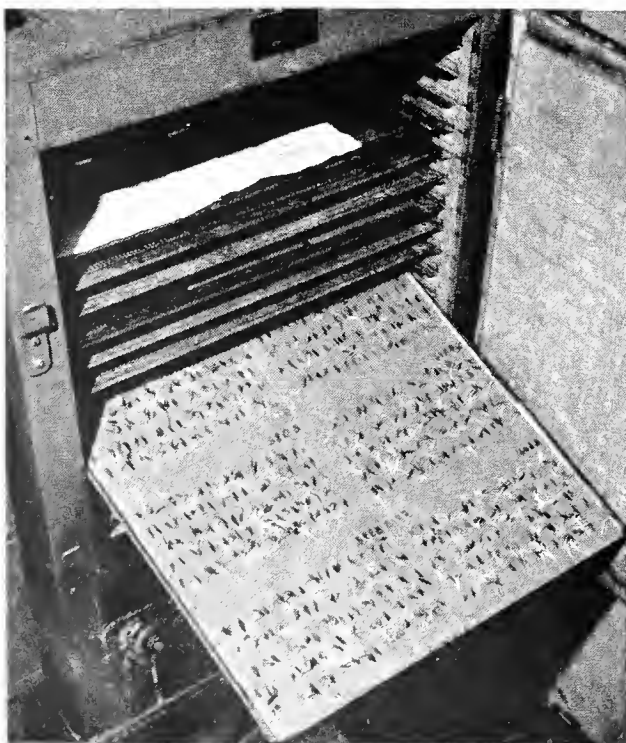
*Veronica Spicata*  
No. 324—ELECTRO \$2.20



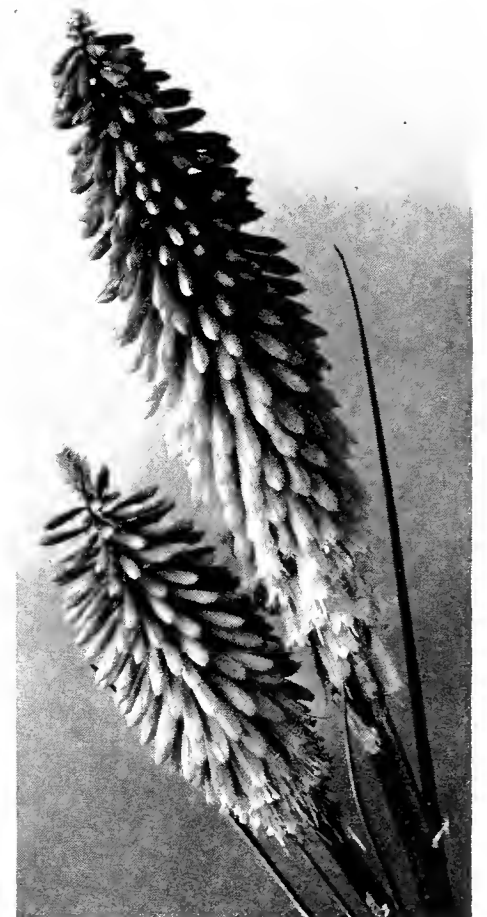
*Zinnia Scabious Flowered Autumn Tints*  
No. 361—ELECTRO \$2.20



*Vinca Rosea*  
No. 382—ELECTRO \$2.10



*Zinnia Seed Germinating*  
No. 379—ELECTRO \$2.25

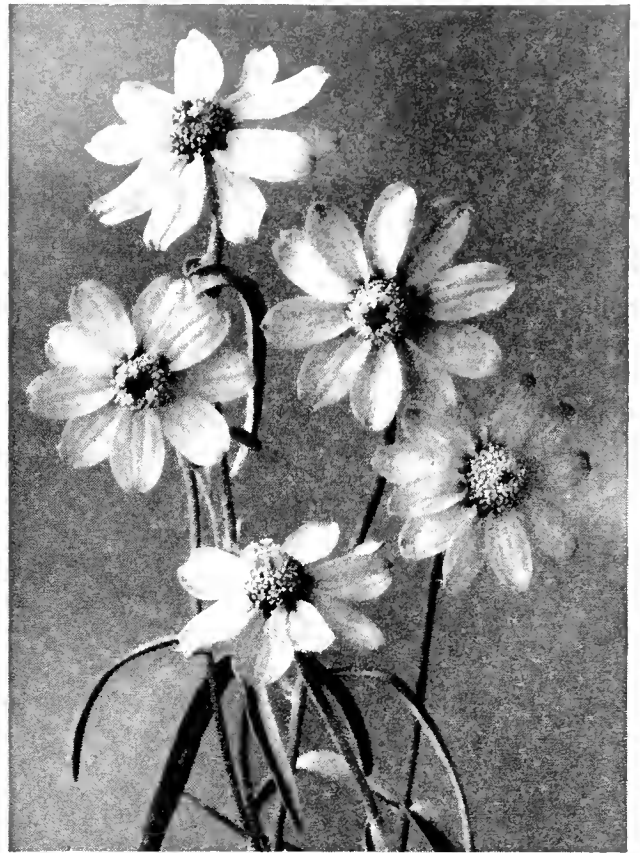


*Tritoma Pfitzer's Hybrids*  
No. 375—ELECTRO \$2.10

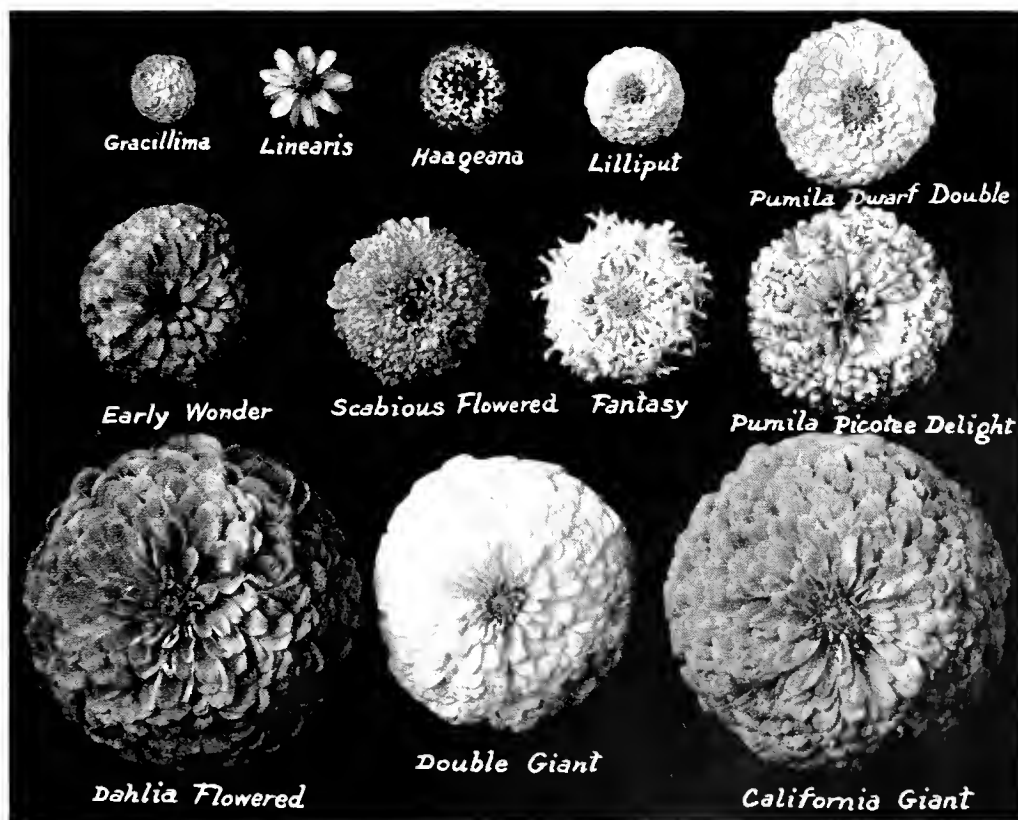




*Zinnia Gaillardia Flowered  
Finest Mixed (Navajo)*  
No. 390—ELECTRO \$2.25



*Zinnia Linearis*  
No. 353—ELECTRO \$2.45



*Comparative Zinnia Flower Types*  
No. 322—ELECTRO \$2.90

MONEY MAKING SMALL ELECTROS FOR THE SMALLER CATALOG  
OR FOR ILLUSTRATIONS OF FLOWER SEED COLLECTIONS



No. 707  
*Acroclinium*



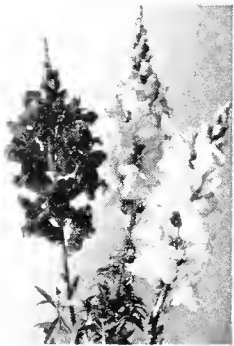
No. 703  
*Agrostemma*



No. 687  
*Amaranthus*  
*Molten Fire*



No. 686  
*Anagallis*



No. 705  
*Antirrhinum*  
*Rust Proof*



No. 689  
*Aster*  
*American Branching*



No. 695  
*Aster*  
*Calif. Giant*



No. 684  
*Aster Single*



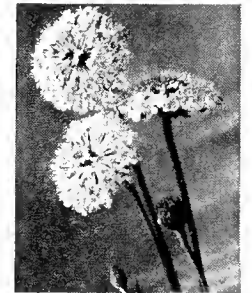
No. 690  
*Celosia Plumosa*



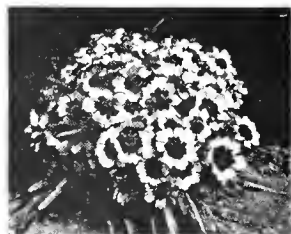
No. 700  
*Convolvulus Minor*



No. 676  
*Cosmos Sensation*



No. 691  
*Didiscus Coeruleus*



No. 685  
*Calliopsis Dwarf*



No. 693  
*Campanula Annual*



No. 670  
*Gourds Small Warted*

Prices: 1 or 2, \$1.50 3 or more, 70c each

MONEY MAKING SMALL ELECTROS FOR THE SMALLER CATALOG  
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No. 694  
*Euphorbia Heterophylla*



No. 680  
*Gaillardia  
The Dazzler*



No. 704  
*Linum Rubrum*



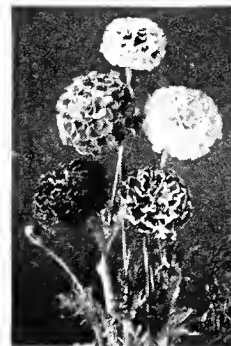
No. 681  
*Marigold  
Sunset Giants*



No. 679  
*Marigold  
Harmony*



No. 699  
*Marigold  
Legion of Honor*



No. 702  
*Marigold  
Dwarf French Double*



No. 697  
*Marigold  
Crown of Gold*



No. 708  
*Salvia Splendens*



No. 701  
*Zinnia Gaillardia  
Flowered (Navajo)*



No. 706  
*Zinnia Linearis*



No. 698  
*Tritoma  
Pfitzer's Hybrids*



No. 683  
*Marigold Gnome*



No. 688  
*Vinca Rosea*



No. 692  
*Scabiosa Dwarf*

Prices: 1 or 2, \$1.50    3 or more, 70c each





